



FIDEICOMISO DE PROMOCIÓN TURÍSTICA
DE LA RIVIERA MAYA

BAROMETRO TURÍSTICO DE LA RIVIERA MAYA

NOVIEMBRE 2017

El Barómetro Turístico de la Riviera Maya en su **Ducentésima trigésima octava** edición correspondiente al mes de Noviembre del año 2017, fue elaborado con un muestreo de **36,546** cuartos, que corresponde al 80.59 % del total de cuartos existentes a la fecha, los cuales son **45,348** de acuerdo al inventario de Establecimientos de Hospedaje de la Riviera Maya, correspondientes al mismo mes.

Elaborado por:
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Gerente de Estadísticas
Fideicomiso de Promoción Turística
de la Riviera Maya.

BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE NOVIEMBRE DE 2017

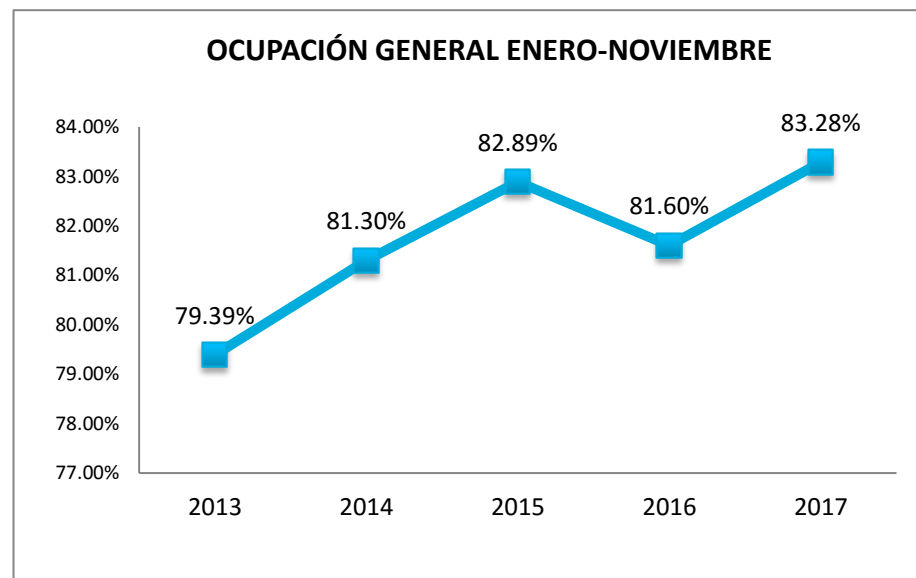
CONCEPTO	NOVIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,969	45,348	1,379	3.14%
CUARTOS NOCHE DISPONIBLES	1,320,644	1,338,896	18,252	1.38%
CUARTOS NOCHE OCUPADOS	1,072,526	1,104,797	32,271	3.01%
% DE OCUPACION	81.21%	82.52%	1.30%	
% DE OCUPACION TODO INCLUIDO	82.08%	84.66%	2.58%	
ESTADIA PROMEDIO	2016	2017		
GENERAL	5.66	5.64	(0.02)	
TURISMO NACIONAL	3.79	3.40	(0.39)	
TURISMO INTERNACIONAL	6.53	6.11	(0.42)	
TARIFA PROMEDIO (pesos)	\$ 4,392.60	\$ 4,674.67	282	6.42%
AFLUENCIA DEL TURISMO	2016	2017		
TOTAL	374,346	401,309	26,963	7.20%
NACIONALES	71,993	75,948	3,955	5.49%
EXTRANJEROS	302,353	325,361	23,008	7.61%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES	2016	2017		
EUROPA	78,231	25.87%	85,106	26.16%
ESTADOS UNIDOS	119,469	39.51%	124,159	38.16%
CANADÁ	72,173	23.87%	77,600	23.85%
SUDAMERICA	26,804	8.87%	32,638	10.03%
RESTO DEL MUNDO	5,676	1.88%	5,858	1.80%
	302,353	100.00%	325,361	100.00%
PRODUCCIÓN CUARTOS NOCHE	2016	2017		
TOTAL	1,072,526	1,104,797	32,271	3.01%
NACIONALES	113,689	107,593	-6,096	-5.36%
EXTRANJEROS	958,837	997,204	38,367	4.00%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES	2016	2017		
EUROPA (Principales países)	277,102	28.9%	293,884	29.5%
ESTADOS UNIDOS	258,850	27.0%	255,561	25.6%
CANADÁ	197,874	20.6%	221,807	22.2%
SUDAMERICA (Principales países)	60,302	6.3%	85,050	8.5%
RESTO DEL MUNDO	164,709	17.18%	140,902	14.1%
	958,837	100.00%	997,204	100.00%

BAROMETRO TURÍSTICO RIVIERA MAYA
RESUMEN COMPARATIVO MENSUAL
MES DE ENERO-NOVIEMBRE DE 2017

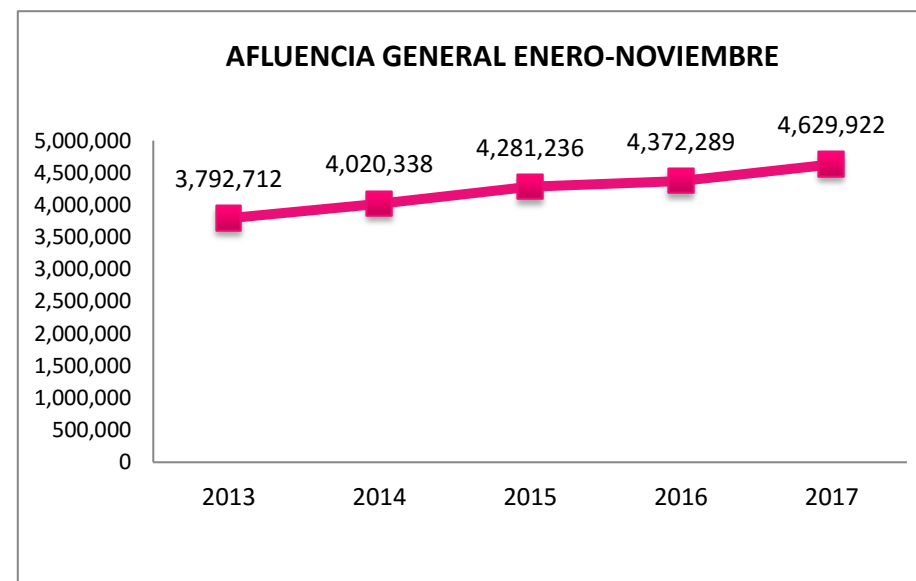
CONCEPTO	ENERO-NOVIEMBRE		VARIACIÓN	
	2016	2017	VALOR	%
OCUPACION HOTELERA				
NO. DE CUARTOS	43,969	45,348	1,379	3.14%
CUARTOS NOCHE DISPONIBLES	14,532,816	15,043,251	510,435	3.51%
CUARTOS NOCHE OCUPADOS	11,858,871	12,528,461	669,590	5.65%
% DE OCUPACION	81.60%	83.28%	1.68%	
% DE OCUPACION TODO INCLUIDO	82.77%	84.89%	2.12%	
ESTADIA PROMEDIO				
	2016	2017		
GENERAL	5.87	5.83	(0.04)	
TURISMO NACIONAL	3.98	3.83	(0.15)	
TURISMO INTERNACIONAL	6.50	6.34	(0.16)	
TARIFA PROMEDIO (pesos)	\$ 4,564.59	\$ 4,725.64	161	3.53%
AFLUENCIA DEL TURISMO				
	2016	2017		
TOTAL	4,372,289	4,629,922	257,633	5.89%
NACIONALES	837,401	832,063	-5,338	-0.64%
EXTRANJEROS	3,534,888	3,797,859	262,971	7.44%
PROCEDENCIA DEL TURISMO EXTRANJERO POR REGIONES				
	2016		2017	
EUROPA	871,791	24.66%	970,805	25.56%
ESTADOS UNIDOS	1,603,023	45.35%	1,661,586	43.75%
CANADÁ	675,223	19.10%	723,710	19.06%
SUDAMERICA	329,092	9.31%	381,691	10.05%
RESTO DEL MUNDO	55,759	1.58%	60,067	1.58%
	3,534,888	100.00%	3,797,859	100.00%
PRODUCCIÓN CUARTOS NOCHE				
	2016	2017		
TOTAL	11,858,871	12,528,461	669,590	5.65%
NACIONALES	1,345,503	1,309,927	-35,576	-2.64%
EXTRANJEROS	10,513,368	11,218,534	705,166	6.71%
PRODUCCIÓN CUARTOS NOCHE POR REGIONES				
	2016		2017	
EUROPA (Principales países)	3,147,074	29.9%	3,367,354	30.0%
ESTADOS UNIDOS	3,517,771	33.5%	3,596,439	32.1%
CANADÁ	1,943,865	18.5%	2,060,854	18.4%
SUDAMERICA (Principales países)	754,370	7.2%	930,182	8.3%
RESTO DEL MUNDO	1,150,288	10.94%	1,263,705	11.3%
	10,513,368	100.00%	11,218,534	100.00%

COMPARATIVO OCUPACIÓN Y AFLUENCIA 2013-2017

MES	OCUPACIÓN GENERAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	85.93%	85.97%	87.62%	82.27%	84.23%	-1.70%	-1.74%	-3.39%	1.96%
FEB	90.21%	90.04%	91.03%	83.92%	86.99%	-3.22%	-3.05%	-4.04%	3.07%
MAR	88.88%	85.71%	85.84%	84.25%	84.67%	-4.21%	-1.04%	-1.17%	0.42%
ABR	86.36%	86.04%	88.81%	85.41%	87.99%	1.63%	1.95%	-0.82%	2.58%
MAY	77.90%	82.46%	85.83%	84.33%	87.24%	9.34%	4.78%	1.41%	2.91%
JUN	76.31%	79.28%	83.57%	83.98%	85.64%	9.33%	6.36%	2.07%	1.66%
JUL	85.28%	88.73%	89.17%	88.80%	88.69%	3.41%	-0.04%	-0.48%	-0.11%
AGO	78.31%	79.49%	81.76%	81.70%	83.69%	5.38%	4.20%	1.93%	1.99%
SEPT	61.57%	64.79%	66.80%	68.92%	71.83%	10.26%	7.04%	5.03%	2.91%
OCT	65.05%	69.55%	70.27%	72.64%	72.67%	7.62%	3.12%	2.40%	0.03%
NOV	78.11%	82.65%	81.31%	81.21%	82.52%	4.41%	-0.13%	1.21%	1.31%
DIC									
Total	79.39%	81.30%	82.89%	81.60%	83.28%	3.89%	1.98%	0.39%	1.68%

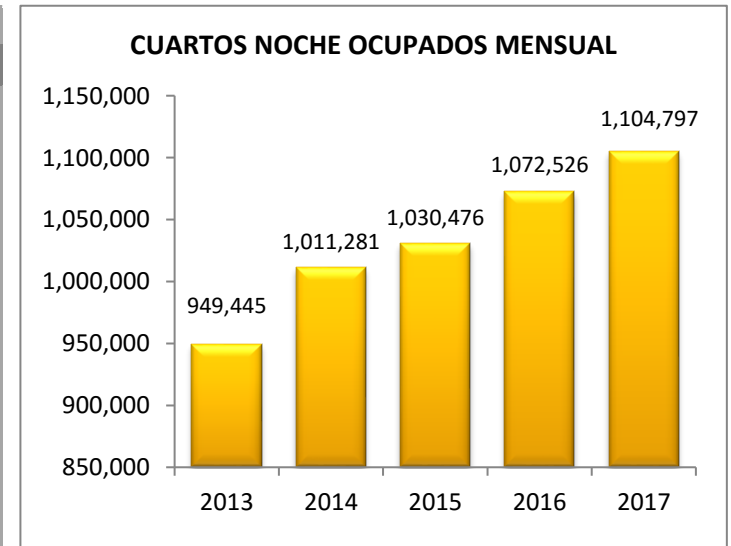


MES	AFLUENCIA TURÍSTICA					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	332,698	352,269	372,836	383,818	411,106	23.57%	16.70%	10.26%	7.11%
FEB	326,017	346,915	357,883	360,631	397,370	21.89%	14.54%	11.03%	10.19%
MAR	392,852	388,619	399,907	424,912	425,097	8.21%	9.39%	6.30%	0.04%
ABR	350,572	378,180	397,305	399,604	452,688	29.13%	19.70%	13.94%	13.28%
MAY	349,764	390,941	441,929	427,569	452,811	29.46%	15.83%	2.46%	5.90%
JUN	354,034	374,869	406,439	423,887	461,765	30.43%	23.18%	13.61%	8.94%
JUL	427,137	438,165	466,942	478,989	479,303	12.21%	9.39%	2.65%	0.07%
AGO	369,964	380,455	414,902	404,708	425,640	15.05%	11.88%	2.59%	5.17%
SEPT	269,581	289,751	307,738	334,415	351,196	30.27%	21.21%	14.12%	5.02%
OCT	279,838	311,083	341,681	359,410	371,637	32.80%	19.47%	8.77%	3.40%
NOV	340,255	369,091	373,674	374,346	401,309	17.94%	8.73%	7.40%	7.20%
DIC									
Total	3,792,712	4,020,338	4,281,236	4,372,289	4,629,922	22.07%	15.16%	8.14%	5.89%



COMPARATIVO CUARTOS NOCHE OCUPADOS 2013-2017

MES	CUARTOS NOCHE OCUPADOS MENSUAL					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE	1,070,536	1,078,745	1,134,307	1,098,764	1,171,771	9.46%	8.62%	3.30%	6.64%
FEB	1,014,572	1,025,828	1,067,830	1,060,606	1,104,039	8.82%	7.62%	3.39%	4.10%
MAR	1,108,163	1,080,012	1,115,291	1,134,371	1,194,684	7.81%	10.62%	7.12%	5.32%
ABR	1,042,957	1,047,638	1,116,982	1,114,344	1,194,886	14.57%	14.06%	6.97%	7.23%
MAY	970,720	1,036,819	1,116,279	1,128,104	1,232,580	26.98%	18.88%	10.42%	9.26%
JUN	923,285	965,339	1,059,592	1,095,172	1,148,139	24.35%	18.94%	8.36%	4.84%
JUL	1,064,358	1,118,078	1,150,528	1,194,266	1,250,019	17.44%	11.80%	8.65%	4.67%
AGO	979,305	994,730	1,071,269	1,096,141	1,144,729	16.89%	15.08%	6.86%	4.43%
SEPT	741,978	784,036	830,455	896,828	973,742	31.24%	24.20%	17.25%	8.58%
OCT	812,716	879,569	906,865	967,749	1,009,075	24.16%	14.72%	11.27%	4.27%
NOV	949,445	1,011,281	1,030,476	1,072,526	1,104,797	16.36%	9.25%	7.21%	3.01%
DIC									



MES	CUARTOS NOCHE OCUPADOS ACUMULADOS					% VAR.			
	2013	2014	2015	2016	2017	2017-13	2017-14	2017-15	2017-16
ENE-FEB	2,085,108	2,104,573	2,202,137	2,159,370	2,275,810	9.15%	8.14%	3.35%	5.39%
ENE-MAR	3,193,271	3,184,585	3,317,428	3,293,741	3,470,494	8.68%	8.98%	4.61%	5.37%
ENE-ABR	4,236,228	4,232,223	4,434,410	4,408,085	4,665,380	10.13%	10.23%	5.21%	5.84%
ENE-MAY	5,206,948	5,269,042	5,550,689	5,536,189	5,897,960	13.27%	11.94%	6.26%	6.53%
ENE-JUN	6,130,233	6,234,381	6,610,281	6,631,361	7,046,099	14.94%	13.02%	6.59%	6.25%
ENE-JUL	7,194,591	7,352,459	7,760,809	7,825,627	8,296,118	15.31%	12.83%	6.90%	6.01%
ENE-AGO	8,173,896	8,347,189	8,832,078	8,921,768	9,440,847	15.50%	13.10%	6.89%	5.82%
ENE-SEPT	8,915,874	9,131,225	9,662,533	9,818,596	10,414,589	16.81%	14.05%	7.78%	6.07%
ENE-OCT	9,728,590	10,010,794	10,569,398	10,786,345	11,423,664	17.42%	14.11%	8.08%	5.91%
ENE-NOV	10,678,035	11,022,075	11,599,874	11,858,871	12,528,461	17.33%	13.67%	8.01%	5.65%
ENE-DIC									



TABLA DE OCUPACION HOTELERA AÑO 2017

MES	No. DE HOTELES	No. DE CUARTOS	CUARTOS MES		% DE OCUPACIÓN	NUMERO DE VISITANTES					ESTANCIA PROMEDIO
			DISPONIBLES	OCUPADOS		NACIONAL	%	EXTRANJERO	%	TOTAL	
ENERO	413	45,298	1,391,208	1,171,771	84.23%	61,096	14.86%	350,010	85.14%	411,106	6.08
FEBRERO	413	45,331	1,269,156	1,104,039	86.99%	41,682	10.49%	355,688	89.51%	397,370	5.94
MARZO	414	45,779	1,411,002	1,194,684	84.67%	43,942	10.34%	381,155	89.66%	425,097	5.94
ABRIL	414	45,782	1,357,914	1,194,886	87.99%	66,005	14.58%	386,683	85.42%	452,688	5.92
MAYO	414	45,782	1,412,928	1,232,580	87.24%	81,307	17.96%	371,504	82.04%	452,811	5.72
JUNIO	414	45,869	1,340,648	1,148,139	85.64%	86,811	18.80%	374,954	81.20%	461,765	5.51
JULIO	412	45,415	1,409,445	1,250,019	88.69%	99,618	20.78%	379,685	79.22%	479,303	6.02
AGOSTO	412	45,254	1,367,845	1,144,729	83.69%	89,279	20.98%	336,361	79.02%	425,640	6.08
SEPTIEMBRE	412	45,254	1,355,660	973,742	71.83%	93,279	26.56%	257,917	73.44%	351,196	5.72
OCTUBRE	412	45,282	1,388,549	1,009,075	72.67%	93,096	25.05%	278,541	74.95%	371,637	5.60
NOVIEMBRE	412	45,348	1,338,896	1,104,797	82.52%	75,948	18.93%	325,361	81.07%	401,309	5.64
DICIEMBRE											

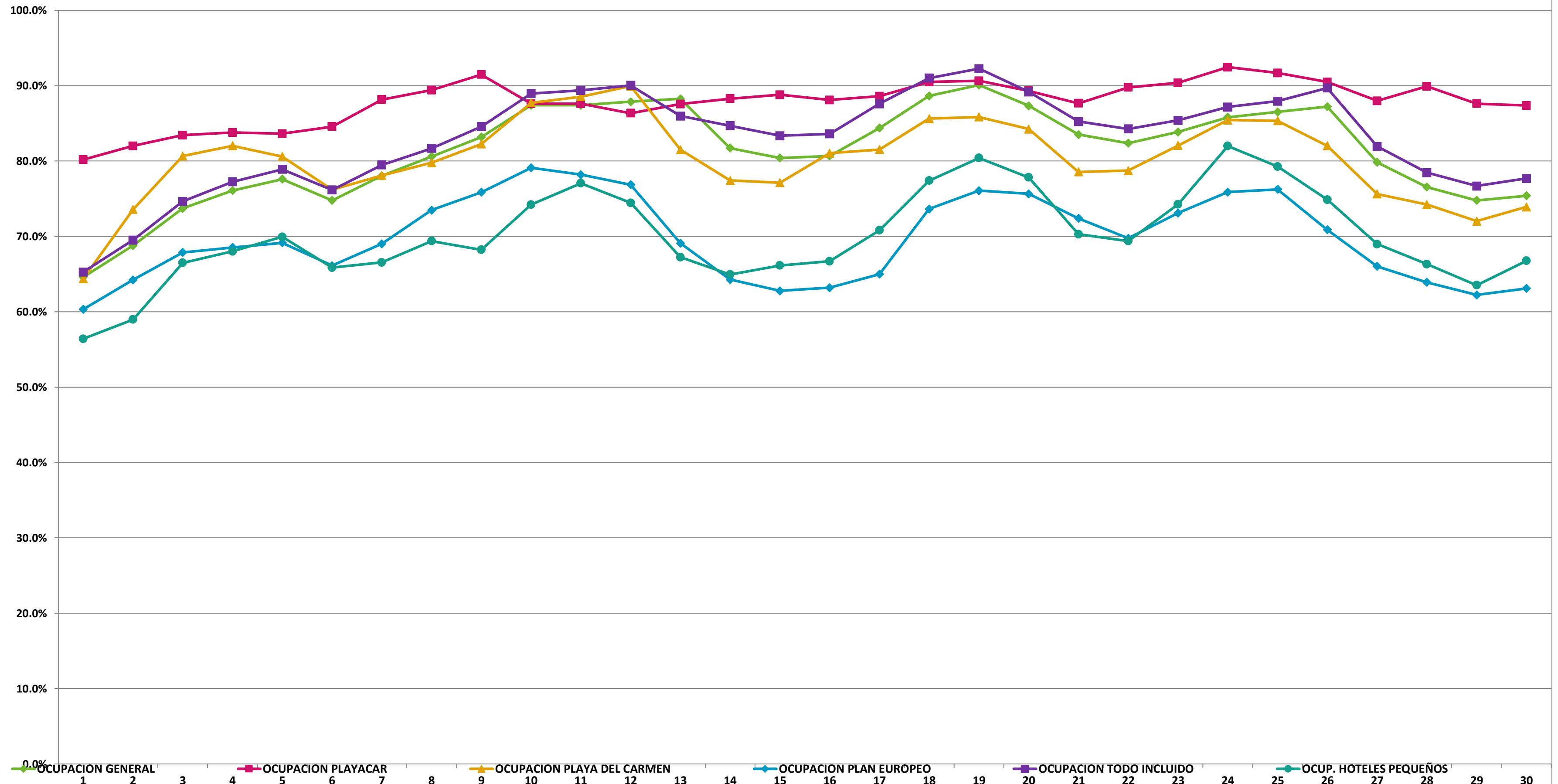
ACUMULADO ANUAL

ENE-FEB	413	45,331	2,660,364	2,275,810	85.55%	102,778	12.71%	705,698	87.29%	808,476	6.01
ENE-MAR	414	45,779	4,071,366	3,470,494	85.24%	146,720	11.89%	1,086,853	88.11%	1,233,573	5.99
ENE-ABR	414	45,782	5,429,280	4,665,380	85.93%	212,725	12.62%	1,473,536	87.38%	1,686,261	5.97
ENE-MAY	414	45,782	6,842,208	5,897,960	86.20%	294,032	13.75%	1,845,040	86.25%	2,139,072	5.92
ENE-JUN	414	45,869	8,182,856	7,046,099	86.11%	380,843	14.64%	2,219,994	85.36%	2,600,837	5.85
ENE-JUL	412	45,415	9,592,301	8,296,118	86.49%	480,461	15.60%	2,599,679	84.40%	3,080,140	5.88
ENE-AGO	412	45,254	10,960,146	9,440,847	86.14%	569,740	16.25%	2,936,040	83.75%	3,505,780	5.90
ENE-SEP	412	45,254	12,315,806	10,414,589	84.56%	663,019	17.19%	3,193,957	82.81%	3,856,976	5.88
ENE-OCT	412	45,282	13,704,355	11,423,664	83.36%	756,115	17.88%	3,472,498	82.12%	4,228,613	5.82
ENE-NOV	412	45,348	15,043,251	12,528,461	83.28%	832,063	17.97%	3,797,859	82.03%	4,629,922	5.83
ENE-DIC											

FIDEICOMISO TURÍSTICA RIVIERA MAYA
OCUPACIÓN HOTELERA DIARIA
NOVIEMBRE DE 2017

	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo	Lunes	Martes	Miércoles	Jueves	PROMEDIO
DIA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
OCUPACION GENERAL	64.6%	68.8%	73.7%	76.1%	77.6%	74.8%	78.1%	80.6%	83.2%	87.4%	87.4%	87.9%	88.3%	81.7%	80.4%	80.7%	84.4%	88.6%	90.1%	87.3%	83.5%	82.4%	83.9%	85.8%	86.5%	87.2%	79.8%	76.6%	74.8%	75.4%	82.52%
OCUPACION PLAYACAR	80.2%	82.0%	83.4%	83.8%	83.6%	84.6%	88.2%	89.4%	91.5%	87.6%	87.6%	86.4%	87.6%	88.3%	88.8%	88.1%	88.6%	90.5%	90.7%	89.3%	87.7%	89.8%	90.4%	92.5%	91.7%	90.5%	88.0%	89.9%	87.6%	87.4%	87.85%
OCUPACION PLAYA DEL CARMEN	64.4%	73.6%	80.7%	82.0%	80.6%	76.2%	78.1%	79.8%	82.3%	87.7%	88.5%	90.0%	81.5%	77.4%	77.1%	81.1%	81.5%	85.6%	85.8%	84.2%	78.6%	78.7%	82.1%	85.4%	85.4%	82.0%	75.6%	74.2%	72.0%	73.9%	80.21%
OCUPACION PLAN EUROPEO	60.3%	64.2%	67.9%	68.5%	69.2%	66.1%	69.0%	73.5%	75.9%	79.1%	78.2%	76.9%	69.1%	64.3%	62.8%	63.2%	65.0%	73.7%	76.1%	75.7%	72.4%	69.8%	73.1%	75.9%	76.3%	70.9%	66.0%	63.9%	62.2%	63.1%	69.74%
OCUPACION TODO INCLUIDO	65.3%	69.5%	74.6%	77.3%	78.9%	76.2%	79.5%	81.7%	84.6%	89.0%	89.4%	90.1%	86.0%	84.7%	83.4%	83.6%	87.6%	91.0%	92.3%	89.2%	85.3%	84.3%	85.4%	87.2%	88.0%	89.7%	81.9%	78.5%	76.7%	77.7%	84.66%
OCUP. HOTELES PEQUEÑOS	56.4%	59.0%	66.5%	68.0%	70.0%	65.9%	66.6%	69.4%	68.2%	74.2%	77.1%	74.5%	67.2%	65.0%	66.1%	66.7%	70.8%	77.4%	80.4%	77.8%	70.3%	69.4%	74.3%	82.0%	79.3%	74.9%	69.0%	66.3%	63.5%	66.8%	70.09%

NOVIEMBRE 2017
OCUPACIÓN HOTELERA RIVIERA MAYA





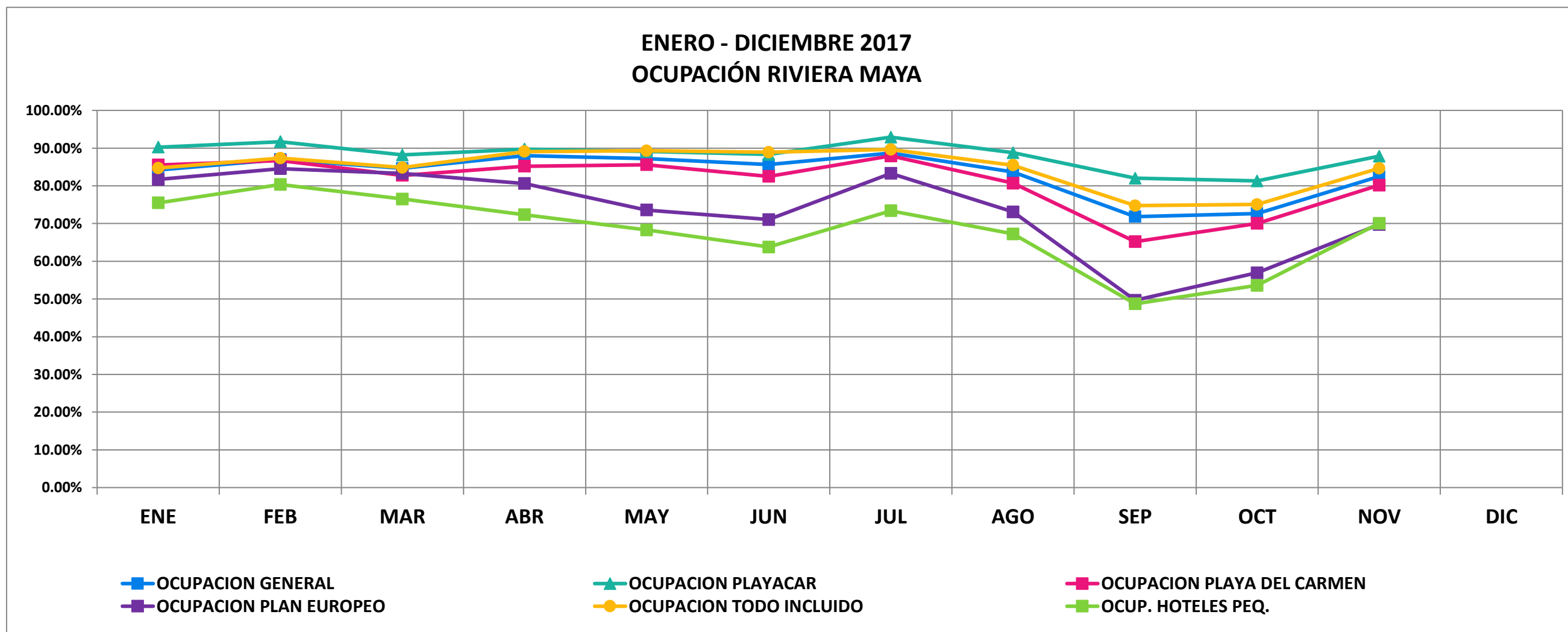
FIDEICOMISO DE PROMOCION TURISTICA RIVIERA MAYA

DEPARTAMENTO DE ESTADÍSTICA

OCUPACIÓN HOTELERA MENSUAL

ENERO - DICIEMBRE 2017

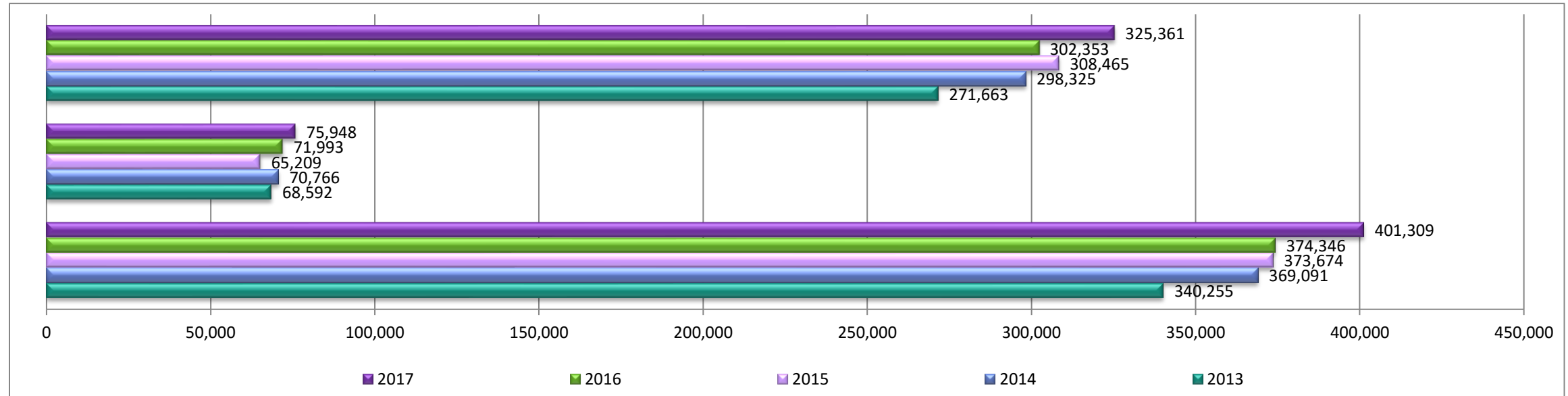
MES	ENE	FEB	MAR	ABR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ACUMULADO
OCUPACION GENERAL	84.23%	86.99%	84.67%	87.99%	87.24%	85.64%	88.69%	83.69%	71.83%	72.67%	82.52%		83.28%
OCUPACION PLAYACAR	90.27%	91.70%	88.20%	89.74%	89.11%	88.35%	92.91%	88.78%	82.01%	81.32%	87.85%		88.20%
OCUPACION PLAYA DEL CARMEN	85.53%	86.68%	82.79%	85.21%	85.60%	82.52%	87.94%	80.74%	65.20%	70.05%	80.21%		81.13%
OCUPACION PLAN EUROPEO	81.68%	84.55%	83.30%	80.61%	73.60%	71.07%	83.31%	73.12%	49.67%	56.94%	69.74%		73.42%
OCUPACION TODO INCLUIDO	84.70%	87.36%	84.85%	89.09%	89.29%	88.91%	89.64%	85.47%	74.76%	75.08%	84.66%		84.89%
OCUP. HOTELES PEQ.	75.50%	80.35%	76.50%	72.36%	68.29%	63.79%	73.40%	67.24%	48.73%	53.61%	70.09%		68.17%



PROCEDENCIA DEL TURISMO

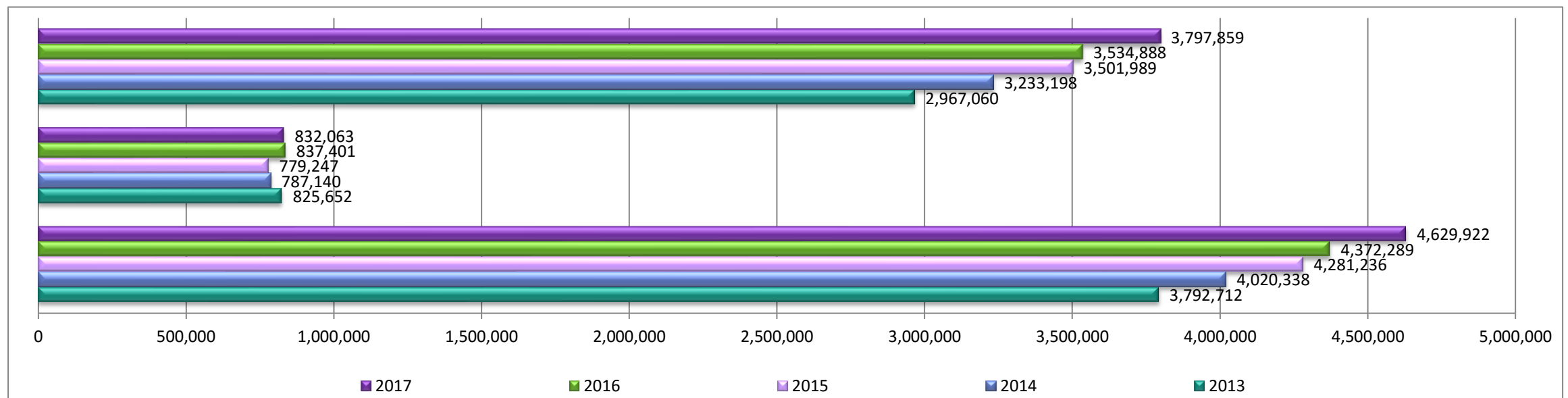
NOVIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	340,255	100.00%	369,091	100.00%	373,674	100.00%	374,346	100.00%	401,309	100.00%	17.94%	8.73%	7.40%	7.20%
NACIONALES	68,592	20.16%	70,766	19.17%	65,209	17.45%	71,993	19.23%	75,948	18.93%	10.72%	7.32%	16.47%	5.49%
EXTRANJEROS	271,663	79.84%	298,325	80.83%	308,465	82.55%	302,353	80.77%	325,361	81.07%	19.77%	9.06%	5.48%	7.61%



ENERO - NOVIEMBRE

AFLUENCIA DEL TURISMO	2013		2014		2015		2016		2017		% VAR.			
	CANT	%	CANT	%	CANT	%	CANT	%	CANT	%	2017-13	2017-14	2017-15	2017-16
TOTAL	3,792,712	100.00%	4,020,338	100.00%	4,281,236	100.00%	4,372,289	100.00%	4,629,922	100.00%	22.07%	15.16%	8.14%	5.89%
NACIONALES	825,652	21.77%	787,140	19.58%	779,247	18.20%	837,401	19.15%	832,063	17.97%	0.78%	5.71%	6.78%	-0.64%
EXTRANJEROS	2,967,060	78.23%	3,233,198	80.42%	3,501,989	81.80%	3,534,888	80.85%	3,797,859	82.03%	28.00%	17.46%	8.45%	7.44%



PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
NOVIEMBRE 2017

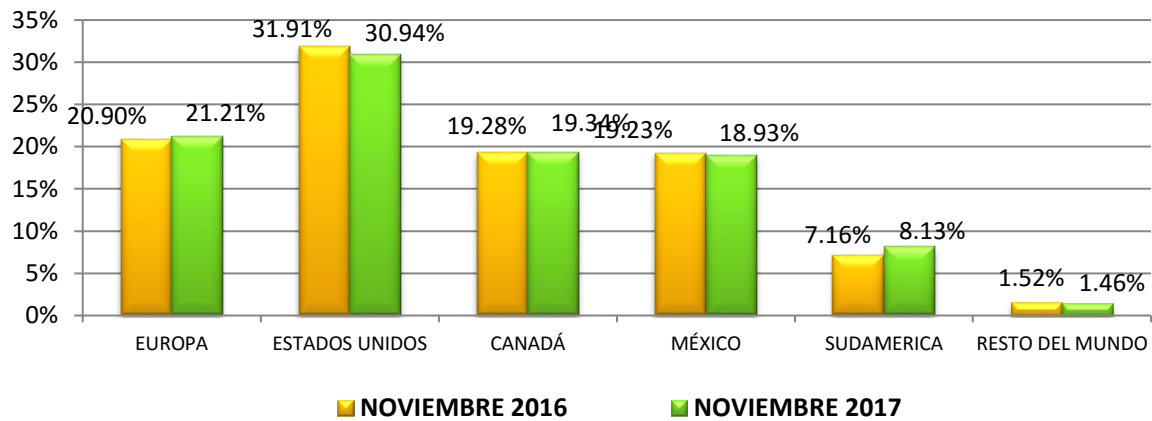
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	77,600	19.34	Bahamas	2	0.00	Alemania	19,485	4.86
Estados Unidos	124,159	30.94	Bermudas	9	0.00	Austria	479	0.12
México	75,948	18.93	Cuba	26	0.01	Bélgica	1,931	0.48
SUMA	277,707	69.20	Curacao	0	0.00	Bulgaria	53	0.01
			Haiti	2	0.00	Dinamarca	93	0.02
			Jamaica	29	0.01	España	8,976	2.24
			Puerto Rico	70	0.02	Finlandia	65	0.02
			Rep. Dominicana	95	0.02	Francia	5,721	1.43
			Otros	47	0.01	Gran Bretaña	24,612	6.13
			SUMA	280	0.07	Grecia	135	0.03
2.- CENTRO AMERICA			5.-OCEANIA			Holanda		
Belice	8	0.00	Australia	644	0.16	Hungria	14	0.00
Costa Rica	81	0.02	Nueva Zelanda	19	0.00	Irlanda	195	0.05
El Salvador	34	0.01	Otros	11	0.00	Islandia	22	0.01
Guatemala	121	0.03	SUMA	674	0.17	Italia	6,602	1.65
Nicaragua	20	0.00				Luxemburgo	26	0.01
Panamá	2,868	0.71				Mónaco	8	0.00
Otros	208	0.05				Noruega	195	0.05
SUMA	3,340	0.83				Polonia	1,124	0.28
						Portugal	734	0.18
3.- SUDAMERICA			6.- ASIA			Rep. Checa		
Argentina	18,207	4.54	Arabia	23	0.01	Rumania	155	0.04
Bolivia	144	0.04	China	107	0.03	Rusia	1,974	0.49
Brasil	5,316	1.32	Corea	298	0.07	Slovenia	8	0.00
Chile	4,443	1.11	Filipinas	8	0.00	Suecia	1,475	0.37
Colombia	1,478	0.37	India	186	0.05	Suiza	1,618	0.40
Ecuador	163	0.04	Israel	293	0.07	Otros	5,566	1.39
Paraguay	150	0.04	Japón	116	0.03	SUMA	85,106	21.21
Perú	1,129	0.28	Paquistán	6	0.00			
Uruguay	1,152	0.29	Turquia	28	0.01			
Venezuela	174	0.04	Otros	213	0.05			
Otros	282	0.07	SUMA	1,278	0.32			
SUMA	32,638	8.13						
			7.- AFRICA			GRAN TOTAL		
			Argelia		0.00		401,309	100.00
			Egipto	9	0.00			
			Sudáfrica	5	0.00			
			Otros	272	0.07			
			SUMA	286	0.07			

PROCEDENCIA DE VISITANTES
A LA RIVIERA MAYA
ENERO - NOVIEMBRE 2017

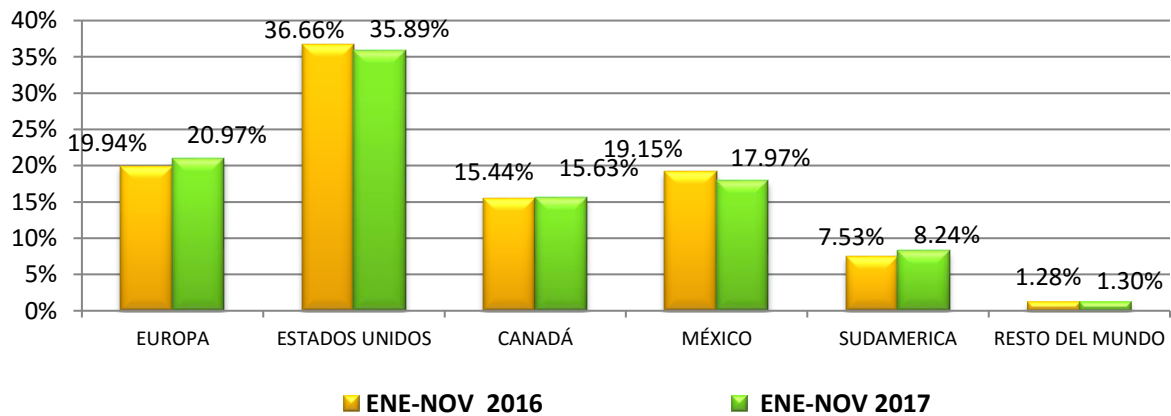
PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%	PAIS	No. DE PERSONAS	%
1.- NORTE AMERICA			4.-CARIBE			8.-EUROPA		
Canadá	723,710	15.63	Bahamas	63	0.00	Alemania	161,543	3.49
Estados Unidos	1,661,586	35.89	Bermudas	141	0.00	Austria	5,732	0.12
México	832,063	17.97	Cuba	1,011	0.02	Bélgica	21,479	0.46
SUMA	3,217,359	69.49	Curacao	0	0.00	Bulgaria	569	0.01
2.- CENTRO AMERICA			Haiti	86	0.00	Dinamarca	1,969	0.04
Belice	730	0.02	Jamaica	324	0.01	España	174,253	3.76
Costa Rica	1,870	0.04	Puerto Rico	3,006	0.06	Finlandia	878	0.02
El Salvador	734	0.02	Rep. Dominicana	1,874	0.04	Francia	68,184	1.47
Guatemala	1,891	0.04	Otros	1,083	0.02	Gran Bretaña	288,232	6.23
Nicaragua	240	0.01	SUMA	7,588	0.16	Grecia	499	0.01
Panamá	19,184	0.41	5.-OCEANIA			Holanda	36,203	0.78
Otros	2,302	0.05	Australia	6,435	0.14	Hungría	524	0.01
SUMA	26,951	0.58	Nueva Zelanda	546	0.01	Irlanda	2,492	0.05
3.- SUDAMERICA			Otros	61	0.00	Islandia	363	0.01
Argentina	222,645	4.81	SUMA	7,042	0.15	Italia	83,372	1.80
Bolivia	3,804	0.08	6.- ASIA			Luxemburgo	818	0.02
Brasil	22,851	0.49	Arabia	737	0.02	Mónaco	132	0.00
Chile	57,574	1.24	China	2,145	0.05	Noruega	2,559	0.06
Colombia	19,492	0.42	Corea	2,460	0.05	Polonia	11,069	0.24
Ecuador	2,545	0.05	Filipinas	278	0.01	Portugal	17,855	0.39
Paraguay	2,633	0.06	India	864	0.02	Rep. Checa	4,119	0.09
Perú	21,133	0.46	Israel	3,339	0.07	Rumania	1,045	0.02
Uruguay	19,149	0.41	Japón	1,111	0.02	Rusia	9,308	0.20
Venezuela	5,216	0.11	Paquistán	42	0.00	Slovenia	237	0.01
Otros	4,649	0.10	Turquia	335	0.01	Suecia	12,613	0.27
SUMA	381,691	8.24	Otros	3,742	0.08	Suiza	14,199	0.31
7.- AFRICA			SUMA	15,053	0.33	Otros	50,559	1.09
Argelia	11	0.00	8.-EUROPA			SUMA	970,805	20.97
Egipto	193	0.00	GRAN TOTAL					
Sudáfrica	331	0.01				4,629,922	100.00	
Otros	2,898	0.06						
SUMA	3433	0.07						

**COMPARATIVO DE PROCEDENCIA DEL TURISMO
POR REGIONES**

REGION	NOVIEMBRE 2016		NOVIEMBRE 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	78,231	20.90%	85,106	21.21%	8.79%
ESTADOS UNIDOS	119,469	31.91%	124,159	30.94%	3.93%
CANADÁ	72,173	19.28%	77,600	19.34%	7.52%
MÉXICO	71,993	19.23%	75,948	18.93%	5.49%
SUDAMERICA	26,804	7.16%	32,638	8.13%	21.77%
RESTO DEL MUNDO	5,676	1.52%	5,858	1.46%	3.21%
SUMAS	374,346	100.00%	401,309	100.00%	7.20%



REGION	ENE-NOV 2016		ENE-NOV 2017		% VAR.
	TURISTAS	%	TURISTAS	%	2017-2016
EUROPA	871,791	19.94%	970,805	20.97%	11.36%
ESTADOS UNIDOS	1,603,023	36.66%	1,661,586	35.89%	3.65%
CANADÁ	675,223	15.44%	723,710	15.63%	7.18%
MÉXICO	837,401	19.15%	832,063	17.97%	-0.64%
SUDAMERICA	329,092	7.53%	381,691	8.24%	15.98%
RESTO DEL MUNDO	55,759	1.28%	60,067	1.30%	7.73%
SUMAS	4,372,289	100.00%	4,629,922	100.00%	5.89%



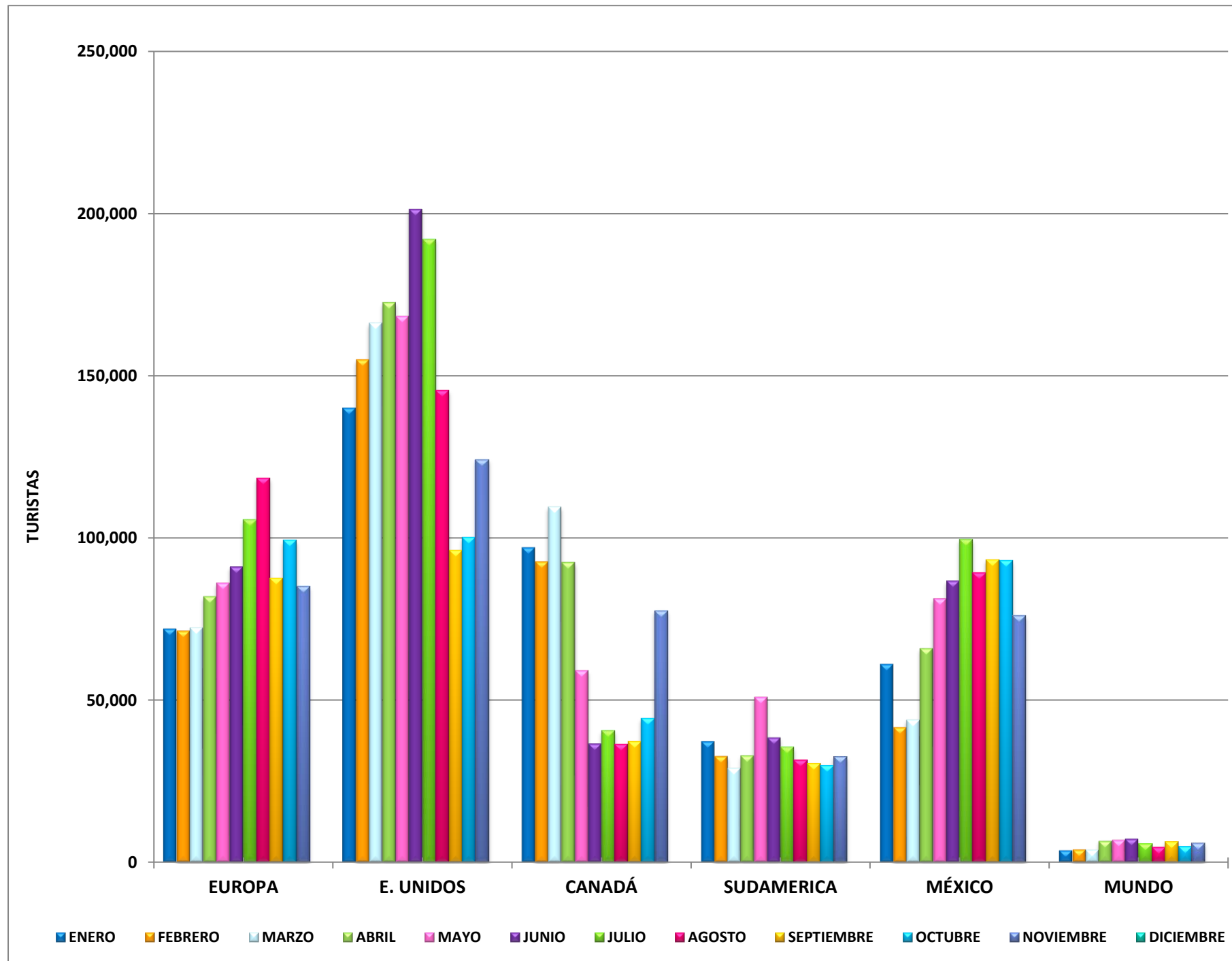
PROCEDENCIA DEL TURISMO POR REGIONES AÑO 2017

MES	EUROPA		E. UNIDOS		CANADÁ		SUDAMERICA		MÉXICO		MUNDO		TOTAL	
	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%	VALOR	%
ENERO	72,013	17.5	139,973	34.0	97,003	23.6	37,306	9.1	61,096	14.9	3,715	0.9	411,106	100.0
FEBRERO	71,324	17.9	154,924	39.0	92,688	23.3	32,758	8.2	41,682	10.5	3,994	1.0	397,370	100.0
MARZO	72,342	17.0	166,267	39.1	109,571	25.8	29,073	6.8	43,942	10.3	3,902	0.9	425,097	100.0
ABRIL	81,977	18.1	172,550	38.1	92,496	20.4	32,997	7.3	66,005	14.6	6,663	1.5	452,688	100.0
MAYO	86,107	19.0	168,240	37.2	59,175	13.1	50,992	11.3	81,307	18.0	6,990	1.5	452,811	100.0
JUNIO	91,149	19.7	201,328	43.6	36,654	7.9	38,495	8.3	86,811	18.8	7,328	1.6	461,765	100.0
JULIO	105,690	22.1	192,201	40.1	40,608	8.5	35,452	7.4	99,618	20.8	5,734	1.2	479,303	100.0
AGOSTO	118,360	27.8	145,486	34.2	36,384	8.5	31,482	7.4	89,279	21.0	4,649	1.1	425,640	100.0
SEPTIEMBRE	87,522	24.9	96,235	27.4	37,235	10.6	30,532	8.7	93,279	26.6	6,393	1.8	351,196	100.0
OCTUBRE	99,215	26.7	100,223	27.0	44,296	11.9	29,966	8.1	93,096	25.1	4,841	1.3	371,637	100.0
NOVIEMBRE	85,106	21.2	124,159	30.9	77,600	19.3	32,638	8.1	75,948	18.9	5,858	1.5	401,309	100.0
DICIEMBRE														

ACUMULADO ANUAL

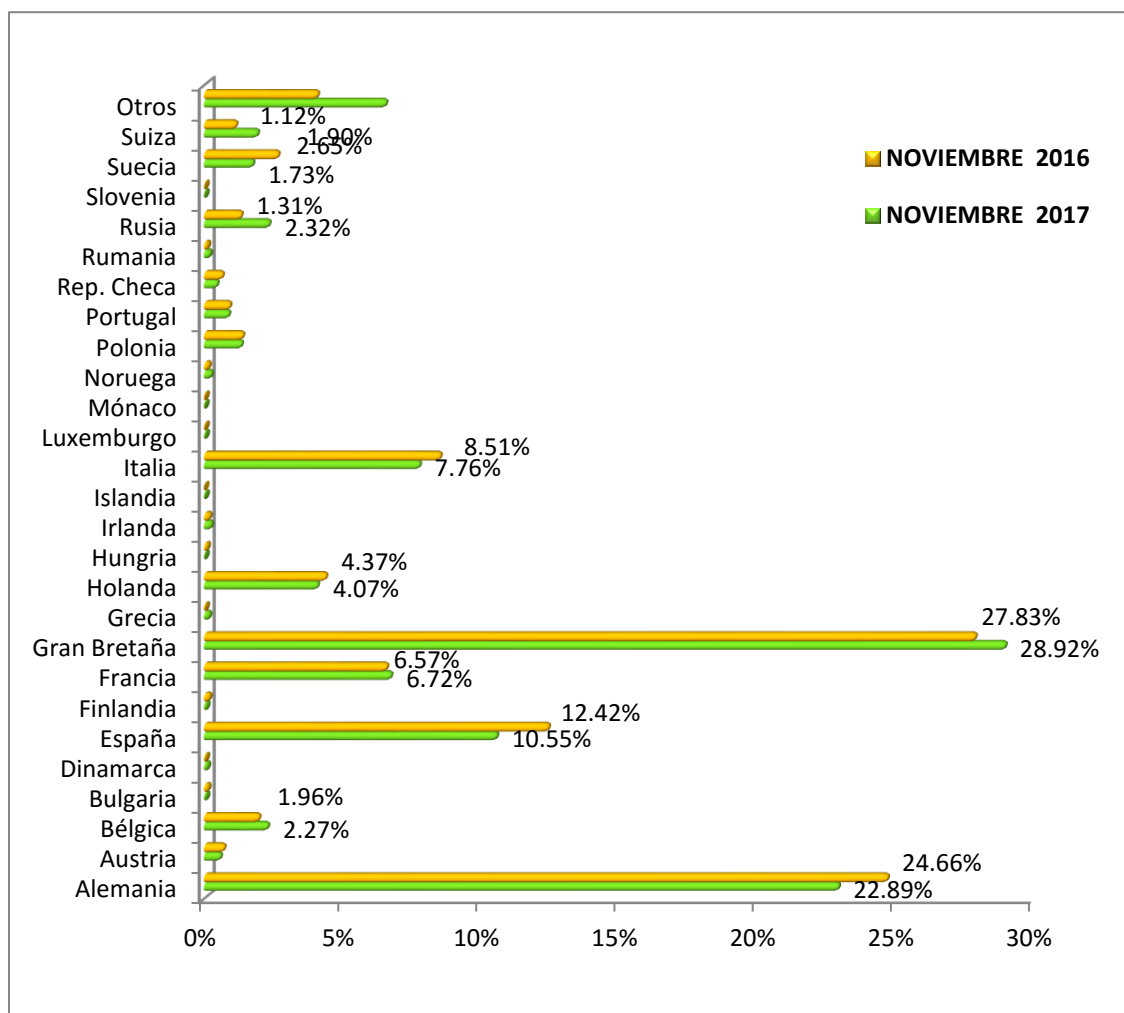
ENE-FEB	143,337	17.7	294,897	36.5	189,691	23.5	70,064	8.7	102,778	12.7	7,709	1.0	808,476	100.0
ENE-MAR	215,679	17.5	461,164	37.4	299,262	24.3	99,137	8.0	146,720	11.9	11,611	0.9	1,233,573	100.0
ENE-ABR	297,656	17.7	633,714	37.6	391,758	23.2	132,134	7.8	212,725	12.6	18,274	1.1	1,686,261	100.0
ENE-MAY	383,763	17.9	801,954	37.5	450,933	21.1	183,126	8.6	294,032	13.7	25,264	1.2	2,139,072	100.0
ENE-JUN	474,912	18.3	1,003,282	38.6	487,587	18.7	221,621	8.5	380,843	14.6	32,592	1.3	2,600,837	100.0
ENE-JUL	580,602	18.8	1,195,483	38.8	528,195	17.1	257,073	8.3	480,461	15.6	38,326	1.2	3,080,140	100.0
ENE-AGO	698,962	19.9	1,340,969	38.3	564,579	16.1	288,555	8.2	569,740	16.3	42,975	1.2	3,505,780	100.0
ENE-SEPT	786,484	20.4	1,437,204	37.3	601,814	15.6	319,087	8.3	663,019	17.2	49,368	1.3	3,856,976	100.0
ENE-OCT	885,699	20.9	1,537,427	36.4	646,110	15.3	349,053	8.3	756,115	17.9	54,209	1.3	4,228,613	100.0
ENE-NOV	970,805	21.0	1,661,586	35.9	723,710	15.6	381,691	8.2	832,063	18.0	60,067	1.3	4,629,922	100.0
ENE-DIC														

GRAFICA
PROCEDENCIA DEL TURISMO POR REGIONES
DESGLOSE MENSUAL 2017



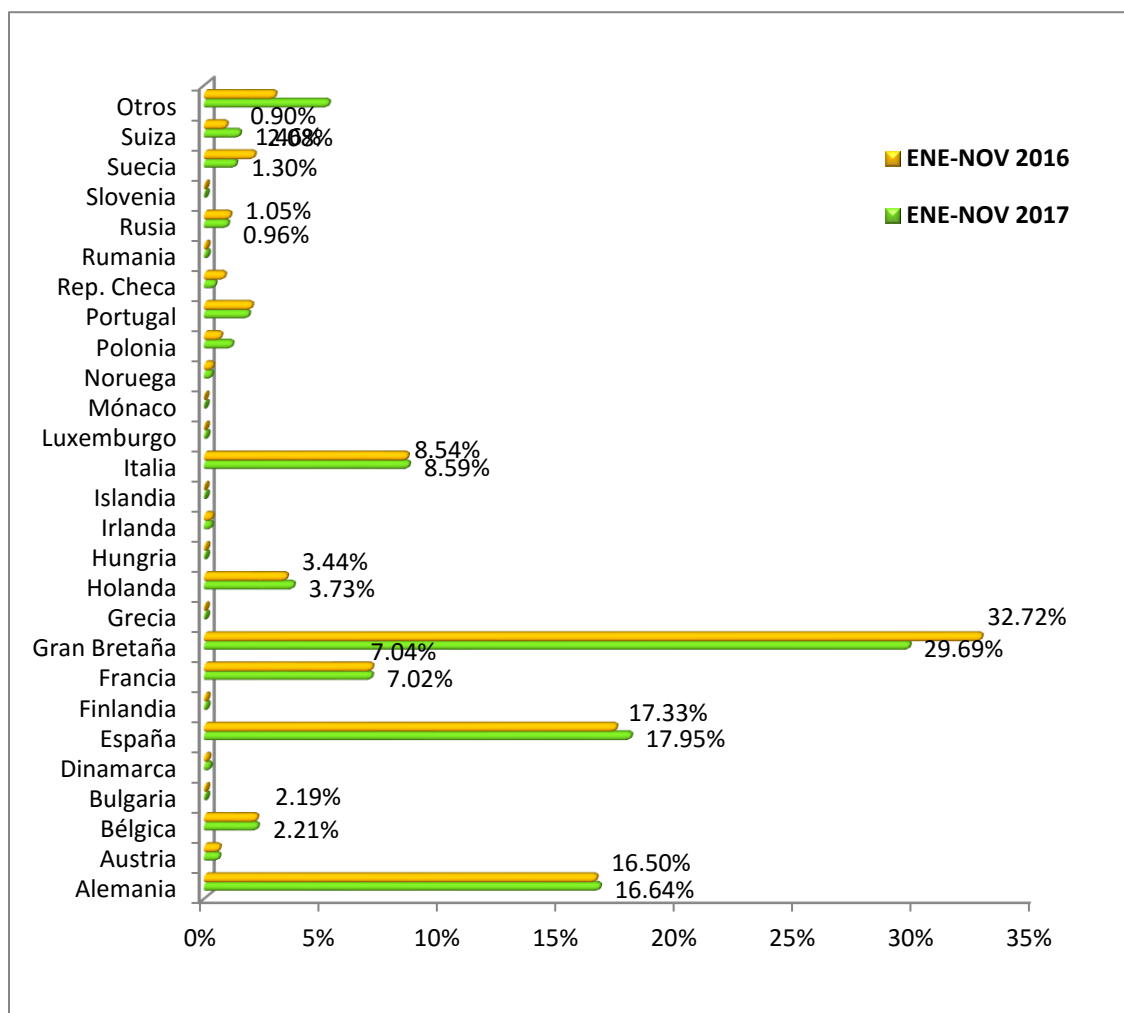
DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO NOVIEMBRE 2017 VS 2016

PAIS	NOVIEMBRE 2016		NOVIEMBRE 2017	
	PAX	%	PAX	%
Alemania	19,294	24.66%	19,485	22.89%
Austria	543	0.69%	479	0.56%
Bélgica	1,530	1.96%	1,931	2.27%
Bulgaria	98	0.13%	53	0.06%
Dinamarca	35	0.04%	93	0.11%
España	9,715	12.42%	8,976	10.55%
Finlandia	129	0.16%	65	0.08%
Francia	5,142	6.57%	5,721	6.72%
Gran Bretaña	21,774	27.83%	24,612	28.92%
Grecia	26	0.03%	135	0.16%
Holanda	3,421	4.37%	3,465	4.07%
Hungría	75	0.10%	14	0.02%
Irlanda	132	0.17%	195	0.23%
Islandia	0	0.00%	22	0.03%
Italia	6,655	8.51%	6,602	7.76%
Luxemburgo	13	0.02%	26	0.03%
Mónaco	13	0.02%	8	0.01%
Noruega	108	0.14%	195	0.23%
Polonia	1,071	1.37%	1,124	1.32%
Portugal	705	0.90%	734	0.86%
Rep. Checa	494	0.63%	375	0.44%
Rumania	87	0.11%	155	0.18%
Rusia	1,026	1.31%	1,974	2.32%
Slovenia	9	0.01%	8	0.01%
Suecia	2,070	2.65%	1,475	1.73%
Suiza	879	1.12%	1,618	1.90%
Otros	3,187	4.07%	5,566	6.54%
SUMA	78,231	100.00%	85,106	100.00%



DESGLOSE DE PROCEDENCIA GEOGRÁFICA DEL TURISMO EUROPEO ENERO - NOVIEMBRE 2017 VS 2016

PAIS	ENE-NOV 2016		ENE-NOV 2017	
	PAX	%	PAX	%
Alemania	143,815	16.50%	161,543	16.64%
Austria	5,287	0.61%	5,732	0.59%
Bélgica	19,079	2.19%	21,479	2.21%
Bulgaria	556	0.06%	569	0.06%
Dinamarca	1,197	0.14%	1,969	0.20%
España	151,081	17.33%	174,253	17.95%
Finlandia	846	0.10%	878	0.09%
Francia	61,364	7.04%	68,184	7.02%
Gran Bretaña	285,268	32.72%	288,232	29.69%
Grecia	276	0.03%	499	0.05%
Holanda	29,982	3.44%	36,203	3.73%
Hungría	626	0.07%	524	0.05%
Irlanda	2,580	0.30%	2,492	0.26%
Islandia	108	0.01%	363	0.04%
Italia	74,409	8.54%	83,372	8.59%
Luxemburgo	307	0.04%	818	0.08%
Mónaco	32	0.00%	132	0.01%
Noruega	2,705	0.31%	2,559	0.26%
Polonia	5,823	0.67%	11,069	1.14%
Portugal	17,173	1.97%	17,855	1.84%
Rep. Checa	7,211	0.83%	4,119	0.42%
Rumania	794	0.09%	1,045	0.11%
Rusia	9,181	1.05%	9,308	0.96%
Slovenia	330	0.04%	237	0.02%
Suecia	18,133	2.08%	12,613	1.30%
Suiza	7,851	0.90%	14,199	1.46%
Otros	25,777	2.96%	50,559	5.21%
SUMA	871,791	100.00%	970,805	100.00%



DESGLOSE DE PROCEDENCIA GEOGRAFICA
DEL TURISMO EUROPEO
PRIMER SEMESTRE 2017

PAIS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	13,276	18.44%	12,624	17.70%	16,344	22.59%	18,042	22.01%	14,204	16.50%	14,122	15.49%	88,612	18.66%
Austria	715	0.99%	711	1.00%	684	0.95%	590	0.72%	502	0.58%	266	0.29%	3,468	0.73%
Bélgica	1,702	2.36%	1,839	2.58%	1,703	2.35%	1,818	2.22%	2,103	2.44%	1,563	1.71%	10,728	2.26%
Bulgaria	89	0.12%	53	0.07%	59	0.08%	181	0.22%	47	0.05%	22	0.02%	451	0.09%
Dinamarca	192	0.27%	471	0.66%	96	0.13%	386	0.47%	47	0.05%	68	0.07%	1,260	0.27%
España	7,177	9.97%	6,835	9.58%	7,790	10.77%	12,808	15.62%	13,595	15.79%	16,901	18.54%	65,106	13.71%
Finlandia	236	0.33%	123	0.17%	167	0.23%	59	0.07%	13	0.02%	44	0.05%	642	0.14%
Francia	7,002	9.72%	10,560	14.81%	8,213	11.35%	5,927	7.23%	7,080	8.22%	2,585	2.84%	41,367	8.71%
Gran Bretaña	17,272	23.98%	14,858	20.83%	15,337	21.20%	21,837	26.64%	29,673	34.46%	31,727	34.81%	130,704	27.52%
Grecia	104	0.14%	40	0.06%	13	0.02%	89	0.11%	19	0.02%	12	0.01%	277	0.06%
Holanda	2,850	3.96%	3,491	4.89%	2,107	2.91%	2,711	3.31%	3,782	4.39%	4,060	4.45%	19,001	4.00%
Hungría	107	0.15%	104	0.15%	59	0.08%	43	0.05%	13	0.02%	44	0.05%	370	0.08%
Irlanda	232	0.32%	163	0.23%	189	0.26%	278	0.34%	181	0.21%	157	0.17%	1,200	0.25%
Islandia	10	0.01%	0	0.00%	12	0.02%	8	0.01%	13	0.02%	223	0.24%	266	0.06%
Italia	8,933	12.40%	6,892	9.66%	7,955	11.00%	4,809	5.87%	5,719	6.64%	8,845	9.70%	43,153	9.09%
Luxemburgo	24	0.03%	121	0.17%	79	0.11%	163	0.20%	139	0.16%	18	0.02%	544	0.11%
Mónaco	13	0.02%	20	0.03%	10	0.01%	34	0.04%	9	0.01%	1	0.00%	87	0.02%
Noruega	226	0.31%	396	0.56%	182	0.25%	302	0.37%	255	0.30%	127	0.14%	1,488	0.31%
Polonia	1,209	1.68%	1,123	1.57%	1,205	1.67%	683	0.83%	642	0.75%	797	0.87%	5,659	1.19%
Portugal	551	0.77%	517	0.72%	921	1.27%	2,204	2.69%	1,658	1.93%	1,612	1.77%	7,463	1.57%
Rep. Checa	984	1.37%	1,162	1.63%	829	1.15%	263	0.32%	92	0.11%	40	0.04%	3,370	0.71%
Rumania	111	0.15%	129	0.18%	62	0.09%	126	0.15%	62	0.07%	75	0.08%	565	0.12%
Rusia	1,411	1.96%	920	1.29%	761	1.05%	683	0.83%	711	0.83%	376	0.41%	4,862	1.02%
Slovenia	65	0.09%	35	0.05%	30	0.04%	20	0.02%	7	0.01%	1	0.00%	158	0.03%
Suecia	3,848	5.34%	3,706	5.20%	2,635	3.64%	276	0.34%	102	0.12%	95	0.10%	10,662	2.25%
Suiza	1,305	1.81%	967	1.36%	773	1.07%	1,994	2.43%	1,083	1.26%	840	0.92%	6,962	1.47%
Otros	2,369	3.29%	3,464	4.86%	4,127	5.70%	5,643	6.88%	4,356	5.06%	6,528	7.16%	26,487	5.58%
SUMA	72,013	100.00%	71,324	100.00%	72,342	100.00%	81,977	100.00%	86,107	100.00%	91,149	100.00%	474,912	100.00%

DESGLOSE DE PROCEDENCIA GEOGRAFICA
DEL TURISMO EUROPEO
SEGUNDO SEMESTRE 2017

PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%
Alemania	12,675	11.99%	13,065	11.04%	11,827	13.51%	15,879	16.00%	19,485	22.89%			161,543	16.64%
Austria	604	0.57%	510	0.43%	212	0.24%	459	0.46%	479	0.56%			5,732	0.59%
Bélgica	3,043	2.88%	2,442	2.06%	1,497	1.71%	1,838	1.85%	1,931	2.27%			21,479	2.21%
Bulgaria	32	0.03%	12	0.01%	9	0.01%	12	0.01%	53	0.06%			569	0.06%
Dinamarca	368	0.35%	58	0.05%	84	0.10%	106	0.11%	93	0.11%			1,969	0.20%
España	27,479	26.00%	32,646	27.58%	18,855	21.54%	21,191	21.36%	8,976	10.55%			174,253	17.95%
Finlandia	55	0.05%	5	0.00%	41	0.05%	70	0.07%	65	0.08%			878	0.09%
Francia	3,683	3.48%	7,928	6.70%	3,570	4.08%	5,915	5.96%	5,721	6.72%			68,184	7.02%
Gran Bretaña	35,782	33.86%	32,916	27.81%	32,626	37.28%	31,592	31.84%	24,612	28.92%			288,232	29.69%
Grecia	27	0.03%	22	0.02%	23	0.03%	15	0.02%	135	0.16%			499	0.05%
Holanda	3,113	2.95%	3,572	3.02%	2,628	3.00%	4,424	4.46%	3,465	4.07%			36,203	3.73%
Hungría	40	0.04%	25	0.02%	20	0.02%	55	0.06%	14	0.02%			524	0.05%
Irlanda	382	0.36%	218	0.18%	328	0.37%	169	0.17%	195	0.23%			2,492	0.26%
Islandia	0	0.00%	51	0.04%	17	0.02%	7	0.01%	22	0.03%			363	0.04%
Italia	7,192	6.80%	14,540	12.28%	5,767	6.59%	6,118	6.17%	6,602	7.76%			83,372	8.59%
Luxemburgo	48	0.05%	39	0.03%	122	0.14%	39	0.04%	26	0.03%			818	0.08%
Mónaco	32	0.03%	0	0.00%	5	0.01%	0	0.00%	8	0.01%			132	0.01%
Noruega	356	0.34%	267	0.23%	218	0.25%	35	0.04%	195	0.23%			2,559	0.26%
Polonia	1,191	1.13%	1,125	0.95%	995	1.14%	975	0.98%	1,124	1.32%			11,069	1.14%
Portugal	1,798	1.70%	3,323	2.81%	2,522	2.88%	2,015	2.03%	734	0.86%			17,855	1.84%
Rep. Checa	85	0.08%	138	0.12%	84	0.10%	67	0.07%	375	0.44%			4,119	0.42%
Rumania	47	0.04%	121	0.10%	100	0.11%	57	0.06%	155	0.18%			1,045	0.11%
Rusia	402	0.38%	460	0.39%	491	0.56%	1,119	1.13%	1,974	2.32%			9,308	0.96%
Slovenia	32	0.03%	8	0.01%	11	0.01%	20	0.02%	8	0.01%			237	0.02%
Suecia	151	0.14%	58	0.05%	81	0.09%	186	0.19%	1,475	1.73%			12,613	1.30%
Suiza	2,202	2.08%	1,139	0.96%	966	1.10%	1,312	1.32%	1,618	1.90%			14,199	1.46%
Otros	4,871	4.61%	3,672	3.10%	4,423	5.05%	5,540	5.58%	5,566	6.54%			50,559	5.21%
SUMA	105,690	100.00%	118,360	100.00%	87,522	100.00%	99,215	100.00%	85,106	100.00%			970,805	100.00%

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2017

PAIS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	139,973	34.05%	154,924	38.99%	166,267	39.11%	172,550	38.12%	168,240	37.15%	201,328	43.60%	1,003,282	38.58%	1	1
2 Canadá	97,003	23.60%	92,688	23.33%	109,571	25.78%	92,496	20.43%	59,175	13.07%	36,654	7.94%	487,587	18.75%	2	2
3 México	61,096	14.86%	41,682	10.49%	43,942	10.34%	66,005	14.58%	81,307	17.96%	86,811	18.80%	380,843	14.64%	3	3
4 Alemania	13,276	3.23%	12,624	3.18%	16,344	3.84%	18,042	3.99%	14,204	3.14%	14,122	3.06%	88,612	3.41%	6	6
5 Bélgica	1,702	0.41%	1,839	0.46%	1,703	0.40%	1,818	0.40%	2,103	0.46%	1,563	0.34%	10,728	0.41%	15	12
6 España	7,177	1.75%	6,835	1.72%	7,790	1.83%	12,808	2.83%	13,595	3.00%	16,901	3.66%	65,106	2.50%	7	7
7 Francia	7,002	1.70%	10,560	2.66%	8,213	1.93%	5,927	1.31%	7,080	1.56%	2,585	0.56%	41,367	1.59%	8	9
8 Gran Bretaña	17,272	4.20%	14,858	3.74%	15,337	3.61%	21,837	4.82%	29,673	6.55%	31,727	6.87%	130,704	5.03%	4	5
9 Holanda	2,850	0.69%	3,491	0.88%	2,107	0.50%	2,711	0.60%	3,782	0.84%	4,060	0.88%	19,001	0.73%	12	11
10 Italia	8,933	2.17%	6,892	1.73%	7,955	1.87%	4,809	1.06%	5,719	1.26%	8,845	1.92%	43,153	1.66%	9	8
11 Rusia	1,411	0.34%	920	0.23%	761	0.18%	683	0.15%	711	0.16%	376	0.08%	4,862	0.19%	16	17
12 Suecia	3,848	0.94%	3,706	0.93%	2,635	0.62%	276	0.06%	102	0.02%	95	0.02%	10,662	0.41%	11	13
13 Suiza	1,305	0.32%	967	0.24%	773	0.18%	1,994	0.44%	1,083	0.24%	840	0.18%	6,962	0.27%	17	16
14 Argentina	25,127	6.11%	18,967	4.77%	19,580	4.61%	21,070	4.65%	30,997	6.85%	25,161	5.45%	140,902	5.42%	5	4
15 Brasil	1,827	0.44%	1,114	0.28%	1,132	0.27%	95	0.02%	2,527	0.56%	2,105	0.46%	8,800	0.34%	14	15
16 Chile	4,758	1.16%	7,621	1.92%	3,740	0.88%	3,232	0.71%	7,674	1.69%	4,340	0.94%	31,365	1.21%	10	10
17 Colombia	1,678	0.41%	599	0.15%	1,349	0.32%	1,621	0.36%	1,801	0.40%	1,887	0.41%	8,935	0.34%	13	14
Resto del mundo	14,868	3.62%	17,083	4.30%	15,898	3.74%	24,714	5.46%	23,038	5.09%	22,365	4.84%	117,966	4.54%		
AFLUENCIA	411,106	100.00%	397,370	100.00%	425,097	100.00%	452,688	100.00%	452,811	100.00%	461,765	100.00%	2,600,837	100.00%		

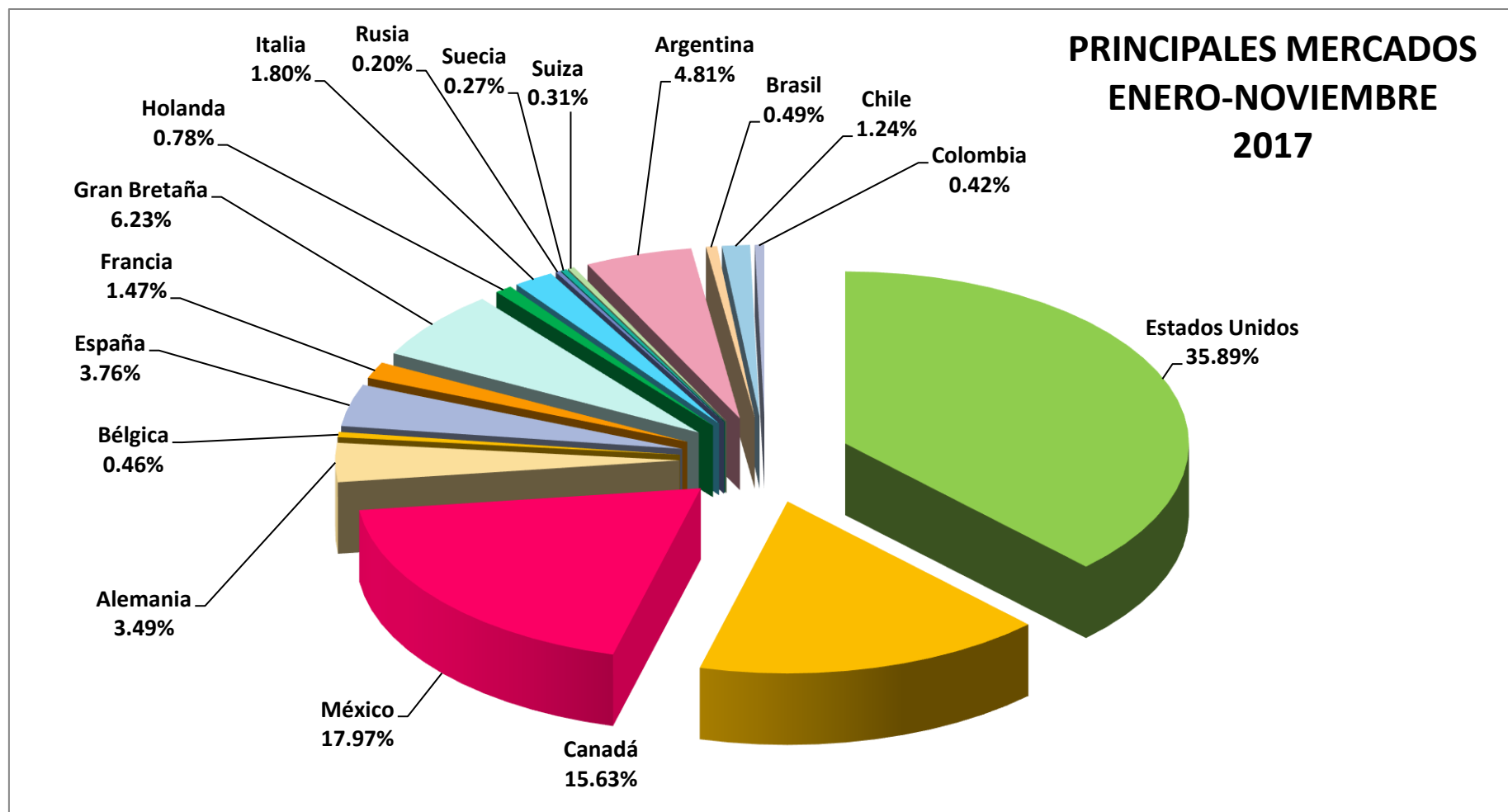
Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2017

PAIS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado		Posición 2016	Posición 2017
	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%	PAX	%		
1 Estados Unidos	192,201	40.10%	145,486	34.18%	96,235	27.40%	100,223	26.97%	124,159	30.94%			1,661,586	35.89%	1	1
2 Canadá	40,608	8.47%	36,384	8.55%	37,235	10.60%	44,296	11.92%	77,600	19.34%			723,710	15.63%	3	3
3 México	99,618	20.78%	89,279	20.98%	93,279	26.56%	93,096	25.05%	75,948	18.93%			832,063	17.97%	2	2
4 Alemania	12,675	2.64%	13,065	3.07%	11,827	3.37%	15,879	4.27%	19,485	4.86%			161,543	3.49%	7	7
5 Bélgica	3,043	0.63%	2,442	0.57%	1,497	0.43%	1,838	0.49%	1,931	0.48%			21,479	0.46%	14	13
6 España	27,479	5.73%	32,646	7.67%	18,855	5.37%	21,191	5.70%	8,976	2.24%			174,253	3.76%	6	6
7 Francia	3,683	0.77%	7,928	1.86%	3,570	1.02%	5,915	1.59%	5,721	1.43%			68,184	1.47%	9	9
8 Gran Bretaña	35,782	7.47%	32,916	7.73%	32,626	9.29%	31,592	8.50%	24,612	6.13%			288,232	6.23%	4	4
9 Holanda	3,113	0.65%	3,572	0.84%	2,628	0.75%	4,424	1.19%	3,465	0.86%			36,203	0.78%	11	11
10 Italia	7,192	1.50%	14,540	3.42%	5,767	1.64%	6,118	1.65%	6,602	1.65%			83,372	1.80%	8	8
11 Rusia	402	0.08%	460	0.11%	491	0.14%	1,119	0.30%	1,974	0.49%			9,308	0.20%	16	17
12 Suecia	151	0.03%	58	0.01%	81	0.02%	186	0.05%	1,475	0.37%			12,613	0.27%	13	16
13 Suiza	2,202	0.46%	1,139	0.27%	966	0.28%	1,312	0.35%	1,618	0.40%			14,199	0.31%	17	15
14 Argentina	19,406	4.05%	14,922	3.51%	15,130	4.31%	14,078	3.79%	18,207	4.54%			222,645	4.81%	5	5
15 Brasil	3,078	0.64%	1,324	0.31%	2,115	0.60%	2,218	0.60%	5,316	1.32%			22,851	0.49%	15	12
16 Chile	5,536	1.16%	4,984	1.17%	5,502	1.57%	5,744	1.55%	4,443	1.11%			57,574	1.24%	10	10
17 Colombia	2,017	0.42%	2,720	0.64%	1,861	0.53%	2,481	0.67%	1,478	0.37%			19,492	0.42%	12	14
Resto del mundo	21,117	4.41%	21,775	5.12%	21,531	6.13%	19,927	5.36%	18,299	4.56%			220,615	4.76%		
AFLUENCIA	479,303	100.00%	425,640	100.00%	351,196	100.00%	371,637	100.00%	401,309	100.00%			4,629,922	100.00%		

Nota: Los porcentajes en esta tabla, están calculados en base **al total de la afluencia turística** a la Riviera Maya.

PRINCIPALES MERCADOS ENERO - NOVIEMBRE 2017



Nota: Los principales mercados para Riviera Maya de Enero representan el 95.48% del total de turistas que visitaron el destino.

**PRODUCCIÓN CUARTOS NOCHE
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
PRIMER SEMESTRE AÑO 2017**

PAÍS	ENE 2017		FEB 2017		MAR 2017		ABR 2017		MAY 2017		JUN 2017		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	268,375	25.8%	274,974	27.8%	306,342	28.6%	264,770	24.5%	184,922	17.1%	101,868	9.3%	1,401,251	22.0%
ESTADOS UNIDOS	309,107	29.8%	327,922	33.1%	381,029	35.6%	382,486	35.4%	341,387	31.5%	433,693	39.5%	2,175,624	34.2%
MÉXICO	116,337	11.2%	76,591	7.7%	69,758	6.5%	116,059	10.7%	118,911	11.0%	124,791	11.4%	622,447	9.8%
SUMA	693,819	66.8%	679,487	68.6%	757,129	70.8%	763,315	70.7%	645,220	59.5%	660,352	60.2%	4,199,322	66.0%
EUROPA														
ALEMANIA	52,274	5.0%	46,183	4.7%	61,018	5.7%	61,493	5.7%	62,912	5.8%	54,782	5.0%	338,662	5.3%
BÉLGICA	5,801	0.6%	6,728	0.7%	5,939	0.6%	7,370	0.7%	7,308	0.7%	6,063	0.6%	39,209	0.6%
ESPAÑA	22,129	2.1%	19,110	1.9%	22,137	2.1%	30,366	2.8%	39,086	3.6%	44,295	4.0%	177,123	2.8%
FRANCIA	24,274	2.3%	35,288	3.6%	25,734	2.4%	19,510	1.8%	28,320	2.6%	8,584	0.8%	141,710	2.2%
GRAN BRETAÑA	84,057	8.1%	67,356	6.8%	71,700	6.7%	93,535	8.7%	135,630	12.5%	158,899	14.5%	611,177	9.6%
HOLANDA	9,833	0.9%	11,448	1.2%	7,427	0.7%	9,568	0.9%	14,009	1.3%	17,069	1.6%	69,354	1.1%
ITALIA	30,223	2.9%	20,073	2.0%	25,125	2.3%	15,188	1.4%	17,538	1.6%	28,341	2.6%	136,488	2.1%
RUSIA	5,103	0.5%	3,113	0.3%	2,457	0.2%	1,781	0.2%	2,462	0.2%	1,385	0.1%	16,301	0.3%
SUECIA	15,296	1.5%	16,831	1.7%	13,515	1.3%	1,326	0.1%	268	0.0%	177	0.0%	47,413	0.7%
SUIZA	5,013	0.5%	3,489	0.4%	2,139	0.2%	6,505	0.6%	4,364	0.4%	2,828	0.3%	24,338	0.4%
SUMA	254,003	24.4%	229,619	23.2%	237,191	22.2%	246,642	22.8%	311,897	28.8%	322,423	29.4%	1,601,775	24.8%
SUDAMERICA														
ARGENTINA	70,460	6.8%	57,138	5.8%	58,658	5.5%	59,172	5.5%	94,799	8.7%	91,104	8.3%	431,331	6.8%
BRASIL	4,469	0.4%	2,390	0.2%	4,717	0.4%	171	0.0%	9,013	0.8%	6,140	0.6%	26,900	0.4%
CHILE	11,736	1.1%	21,085	2.1%	9,771	0.9%	7,434	0.7%	19,313	1.8%	12,170	1.1%	81,509	1.3%
COLOMBIA	4,440	0.4%	1,083	0.1%	1,979	0.2%	3,188	0.3%	3,407	0.3%	4,395	0.4%	18,492	0.3%
SUMA	91,105	8.8%	81,696	8.2%	75,125	7.0%	69,965	6.5%	126,532	11.7%	113,809	10.4%	558,232	8.5%
TOTAL PRIN. MDOS.	1,038,927	100.00%	990,802	100.00%	1,069,445	100.00%	1,079,922	100.00%	1,083,649	100.00%	1,096,584	100.00%	6,359,329	99.33%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.
	1,171,771	88.7%	1,104,039	84.6%	1,194,684	91.3%	1,194,886	92.2%	1,232,580	92.5%	1,148,139	93.6%	7,046,099	542.7%

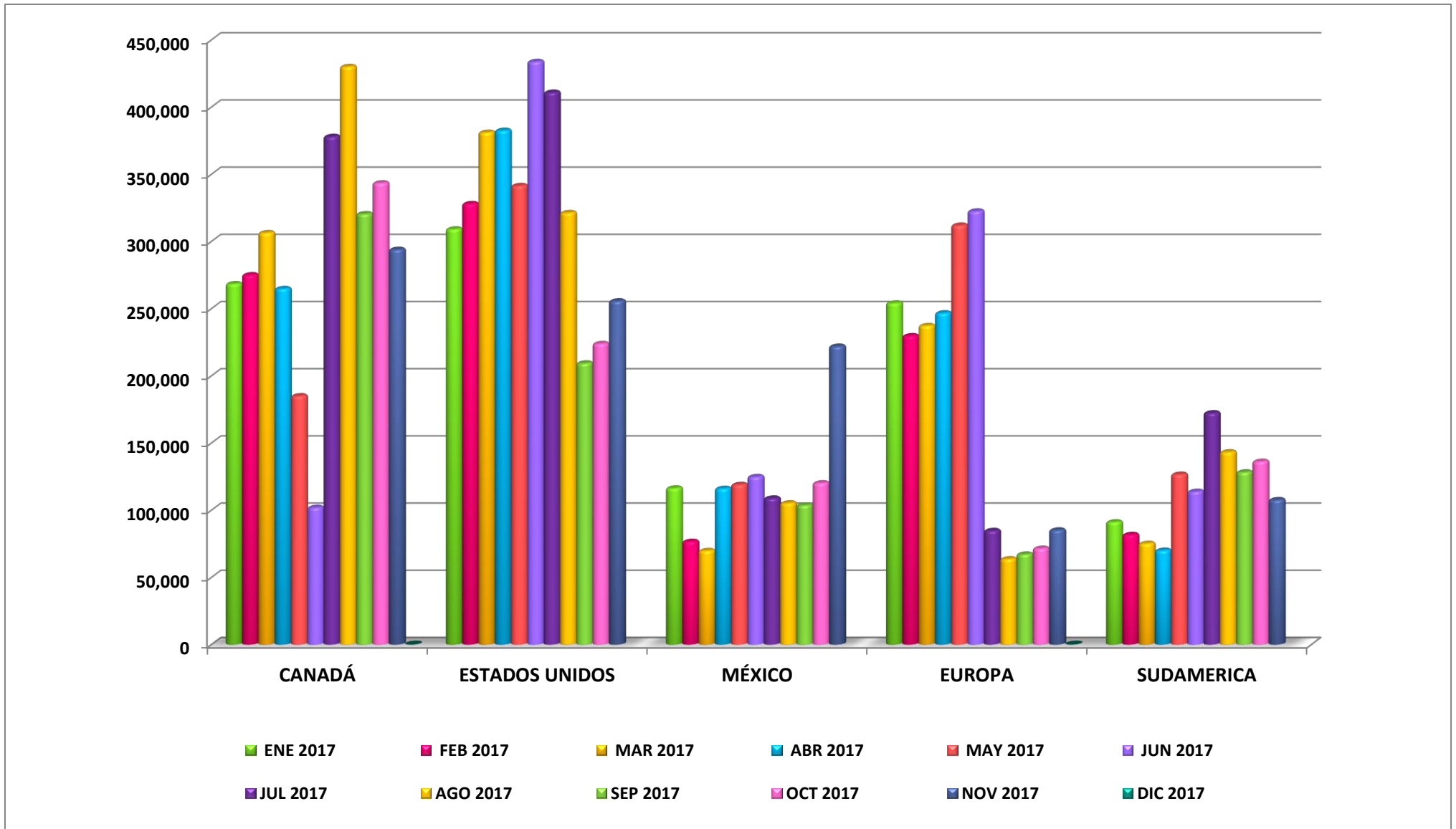
Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

PRODUCCIÓN CUARTOS NOCHE
PRINCIPALES MERCADOS POR REGIONES
PARA LA RIVIERA MAYA
SEGUNDO SEMESTRE AÑO 2017

PAÍS	JUL 2017		AGO 2017		SEP 2017		OCT 2017		NOV 2017		DIC 2017		Acumulado	
	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%	Ctos. Noche	%
NORTE AMERICA														
CANADÁ	108,796	9.4%	105,210	9.9%	103,637	12.5%	120,153	13.4%	221,807	23.0%			2,060,854	18.3%
ESTADOS UNIDOS	410,830	35.6%	321,282	30.2%	209,311	25.3%	223,831	25.0%	255,561	26.5%			3,596,439	31.9%
MÉXICO	172,256	14.9%	143,218	13.5%	128,260	15.5%	136,153	15.2%	107,593	11.2%			1,309,927	11.6%
SUMA	691,882	59.9%	569,710	53.6%	441,208	53.2%	480,137	53.6%	584,961	60.7%			6,967,220	61.8%
EUROPA														
ALEMANIA	52,496	4.5%	53,403	5.0%	47,604	5.7%	61,597	6.9%	77,047	8.0%			630,809	5.6%
BÉLGICA	11,601	1.0%	11,488	1.1%	7,048	0.9%	6,341	0.7%	6,807	0.7%			82,494	0.7%
ESPAÑA	76,598	6.6%	94,673	8.9%	54,994	6.6%	56,686	6.3%	26,479	2.7%			486,553	4.3%
FRANCIA	13,520	1.2%	34,190	3.2%	10,189	1.2%	19,322	2.2%	18,498	1.9%			237,429	2.1%
GRAN BRETAÑA	178,612	15.5%	164,991	15.5%	163,130	19.7%	156,644	17.5%	114,959	11.9%			1,389,513	12.3%
HOLANDA	12,491	1.1%	14,095	1.3%	11,333	1.4%	15,208	1.7%	14,048	1.5%			136,529	1.2%
ITALIA	23,254	2.0%	50,466	4.7%	20,016	2.4%	18,940	2.1%	20,384	2.1%			269,548	2.4%
RUSIA	1,307	0.1%	1,702	0.2%	1,817	0.2%	3,567	0.4%	6,325	0.7%			31,019	0.3%
SUECIA	755	0.1%	176	0.0%	236	0.0%	469	0.1%	4,112	0.4%			53,161	0.5%
SUIZA	7,312	0.6%	4,812	0.5%	4,025	0.5%	4,587	0.5%	5,225	0.5%			50,299	0.4%
SUMA	377,946	32.7%	429,996	40.4%	320,392	38.7%	343,361	38.4%	293,884	30.5%			3,367,354	29.4%
SUDAMERICA														
ARGENTINA	56,277	4.9%	42,279	4.0%	45,327	5.5%	41,647	4.7%	52,269	5.4%			669,130	5.9%
BRASIL	10,991	1.0%	3,365	0.3%	4,380	0.5%	8,622	1.0%	18,451	1.9%			72,709	0.6%
CHILE	13,263	1.1%	12,834	1.2%	13,847	1.7%	16,059	1.8%	12,033	1.2%			149,545	1.3%
COLOMBIA	4,135	0.4%	5,157	0.5%	3,590	0.4%	5,127	0.6%	2,297	0.2%			38,798	0.3%
SUMA	84,666	7.3%	63,635	6.0%	67,144	8.1%	71,455	8.0%	85,050	8.8%			930,182	7.9%
TOTAL PRIN. MDOS.	1,154,494	100.00%	1,063,341	100.00%	828,744	100.00%	894,953	100.00%	963,895	100.00%			11,264,756	99.21%
TOTAL DESTINO	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.	Ctos. Ocup.	%PART.			Ctos. Ocup.	%PART.
	1,250,019	92.36%	1,144,729	92.89%	973,742	85.11%	1,009,075	88.69%	1,104,797	87.25%			12,528,461	89.91%

Nota: En esta tabla sólo están considerados los principales mercados, por lo que está calculado en base a la afluencia de los mismos.

GRAFICA PRODUCCIÓN CUARTOS NOCHE POR REGIONES DESGLOSE MENSUAL 2017



REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	72,173	19.28%	77,600	19.34%	5,427	7.52%
Estados Unidos	119,469	31.91%	124,159	30.94%	4,690	3.93%
México	71,993	19.23%	75,948	18.93%	3,955	5.49%
SUMA	263,635	70.43%	277,707	69.20%	14,072	5.34%
CENTRO AMERICA						
Belice	14	0.00%	8	0.00%	-6	-42.86%
Costa Rica	162	0.04%	81	0.02%	-81	-50.00%
El Salvador	30	0.01%	34	0.01%	4	13.33%
Guatemala	179	0.05%	121	0.03%	-58	-32.40%
Nicaragua	1	0.00%	20	0.00%	19	1900.00%
Panamá	2,610	0.70%	2,868	0.71%	258	9.89%
Otros	253	0.07%	208	0.05%	-45	-17.79%
SUMA	3,249	0.87%	3,340	0.83%	91	2.80%
CARIBE						
Bahamas	25	0.01%	2	0.00%	-23	-92.00%
Bermudas	23	0.01%	9	0.00%	-14	-60.87%
Cuba	45	0.01%	26	0.01%	-19	-42.22%
Curacao	0	0.00%	0	0.00%	0	#iDIV/0!
Haiti	0	0.00%	2	0.00%	2	#iDIV/0!
Jamaica	19	0.01%	29	0.01%	10	52.63%
Puerto Rico	77	0.02%	70	0.02%	-7	-9.09%
Rep. Dominicana	172	0.05%	95	0.02%	-77	-44.77%
Otros	46	0.01%	47	0.01%	1	2.17%
SUMA	407	0.11%	280	0.07%	-127	-31.20%
SUDAMERICA						
Argentina	14,264	3.81%	18,207	4.54%	3,943	27.64%
Bolivia	189	0.05%	144	0.04%	-45	-23.81%
Brasil	1,463	0.39%	5,316	1.32%	3,853	263.36%
Chile	4,071	1.09%	4,443	1.11%	372	9.14%
Colombia	2,710	0.72%	1,478	0.37%	-1,232	-45.46%
Ecuador	392	0.10%	163	0.04%	-229	-58.42%
Paraguay	189	0.05%	150	0.04%	-39	-20.63%
Peru	1,389	0.37%	1,129	0.28%	-260	-18.72%
Uruguay	1,448	0.39%	1,152	0.29%	-296	-20.44%
Venezuela	72	0.02%	174	0.04%	102	141.67%
Otros	617	0.16%	282	0.07%	-335	-54.29%
SUMA	26,804	7.16%	32,638	8.13%	5,834	21.77%
OCEANIA						
Australia	549	0.15%	644	0.16%	95	17.30%
Nueva Zelanda	26	0.01%	19	0.00%	-7	-26.92%
Otros	3	0.00%	11	0.00%	8	266.67%
SUMA	578	0.15%	674	0.17%	96	16.61%
AFRICA						
Argelia	0	0.00%	0	0.00%	0	#iDIV/0!
Egipto	3	0.00%	9	0.00%	6	200.00%
Sudáfrica	74	0.02%	5	0.00%	-69	-93.24%
Otros	139	0.04%	272	0.07%	133	95.68%
SUMA	216	0.06%	286	0.07%	70	32.41%

REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	39	0.01%	23	0.01%	-16	-41.03%
China	233	0.06%	107	0.03%	-126	-54.08%
Corea	228	0.06%	298	0.07%	70	30.70%
Filipinas	33	0.01%	8	0.00%	-25	-75.76%
India	210	0.06%	186	0.05%	-24	-11.43%
Israel	113	0.03%	293	0.07%	180	159.29%
Japón	82	0.02%	116	0.03%	34	41.46%
Paquistán	1	0.00%	6	0.00%	5	500.00%
Turquía	36	0.01%	28	0.01%	-8	-22.22%
Otros	251	0.07%	213	0.05%	-38	-15.14%
SUMA	1,226	0.33%	1,278	0.32%	52	4.24%

EUROPA						
Alemania	19,294	5.15%	19,485	4.86%	191	0.99%
Austria	543	0.15%	479	0.12%	-64	-11.79%
Bélgica	1,530	0.41%	1,931	0.48%	401	26.21%
Bulgaria	98	0.03%	53	0.01%	-45	-45.92%
Dinamarca	35	0.01%	93	0.02%	58	165.71%
España	9,715	2.60%	8,976	2.24%	-739	-7.61%
Finlandia	129	0.03%	65	0.02%	-64	-49.61%
Francia	5,142	1.37%	5,721	1.43%	579	11.26%
Gran Bretaña	21,774	5.82%	24,612	6.13%	2,838	13.03%
Grecia	26	0.01%	135	0.03%	109	419.23%
Holanda	3,421	0.91%	3,465	0.86%	44	1.29%
Hungría	75	0.02%	14	0.00%	-61	-81.33%
Irlanda	132	0.04%	195	0.05%	63	47.73%
Islandia	0	0.00%	22	0.01%	22	#¡DIV/0!
Italia	6,655	1.78%	6,602	1.65%	-53	-0.80%
Luxemburgo	13	0.00%	26	0.01%	13	100.00%
Mónaco	13	0.00%	8	0.00%	-5	-38.46%
Noruega	108	0.03%	195	0.05%	87	80.56%
Polonia	1,071	0.29%	1,124	0.28%	53	4.95%
Portugal	705	0.19%	734	0.18%	29	4.11%
Rep. Checa	494	0.13%	375	0.09%	-119	-24.09%
Rumania	87	0.02%	155	0.04%	68	78.16%
Rusia	1,026	0.27%	1,974	0.49%	948	92.40%
Slovenia	9	0.00%	8	0.00%	-1	-11.11%
Suecia	2,070	0.55%	1,475	0.37%	-595	-28.74%
Suiza	879	0.23%	1,618	0.40%	739	84.07%
Otros	3,187	0.85%	5,566	1.39%	2,379	74.65%
SUMA	78,231	20.90%	85,106	21.21%	6,875	8.79%

TOTAL AFLUENCIA MENSUAL	374,346	100.00%	401,309	100.00%	26,963	7.20%
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COMPARATIVO POR PAISES DE LOS AÑOS 2017 VS 2016
ENERO - NOVIEMBRE

REGIÓN	2016		2017		VARIACIÓN	
		Part. %		Part. %		%
NORTE AMERICA						
Canadá	675,223	15.44%	723,710	15.63%	48,487	7.18%
Estados Unidos	1,603,023	36.66%	1,661,586	35.89%	58,563	3.65%
México	837,401	19.15%	832,063	17.97%	-5,338	-0.64%
SUMA	3,115,647	71.26%	3,217,359	69.49%	101,712	3.26%
CENTRO AMERICA						
Belice	897	0.02%	730	0.02%	-167	-18.62%
Costa Rica	2,848	0.07%	1,870	0.04%	-978	-34.34%
El Salvador	736	0.02%	734	0.02%	-2	-0.27%
Guatemala	1,959	0.04%	1,891	0.04%	-68	-3.47%
Nicaragua	135	0.00%	240	0.01%	105	77.78%
Panamá	17,687	0.40%	19,184	0.41%	1,497	8.46%
Otros	1,237	0.03%	2,302	0.05%	1,065	86.10%
SUMA	25,499	0.58%	26,951	0.58%	1,452	5.69%
CARIBE						
Bahamas	113	0.00%	63	0.00%	-50	-44.25%
Bermudas	108	0.00%	141	0.00%	33	30.56%
Cuba	500	0.01%	1,011	0.02%	511	102.20%
Curacao	13	0.00%	0	0.00%	-13	-100.00%
Haiti	48	0.00%	86	0.00%	38	79.17%
Jamaica	209	0.00%	324	0.01%	115	55.02%
Puerto Rico	1,952	0.04%	3,006	0.06%	1,054	54.00%
Rep. Dominicana	2,093	0.05%	1,874	0.04%	-219	-10.46%
Otros	1,138	0.03%	1,083	0.02%	-55	-4.83%
SUMA	6,174	0.14%	7,588	0.16%	1,414	22.90%
SUDAMERICA						
Argentina	170,686	3.90%	222,645	4.81%	51,959	30.44%
Bolivia	1,600	0.04%	3,804	0.08%	2,204	137.75%
Brasil	15,238	0.35%	22,851	0.49%	7,613	49.96%
Chile	58,416	1.34%	57,574	1.24%	-842	-1.44%
Colombia	22,802	0.52%	19,492	0.42%	-3,310	-14.52%
Ecuador	2,979	0.07%	2,545	0.05%	-434	-14.57%
Paraguay	2,535	0.06%	2,633	0.06%	98	3.87%
Peru	20,824	0.48%	21,133	0.46%	309	1.48%
Uruguay	25,795	0.59%	19,149	0.41%	-6,646	-25.76%
Venezuela	1,925	0.04%	5,216	0.11%	3,291	170.96%
Otros	6,292	0.14%	4,649	0.10%	-1,643	-26.11%
SUMA	329,092	7.53%	381,691	8.24%	52,599	15.98%
OCEANIA						
Australia	7,926	0.18%	6,435	0.14%	-1,491	-18.81%
Nueva Zelanda	407	0.01%	546	0.01%	139	34.15%
Otros	64	0.00%	61	0.00%	-3	-4.69%
SUMA	8,397	0.19%	7,042	0.15%	-1,355	-16.14%
AFRICA						
Argelia	10	0.00%	11	0.00%	1	10.00%
Egipto	154	0.00%	193	0.00%	39	25.32%
Sudáfrica	512	0.01%	331	0.01%	-181	-35.35%
Otros	2,540	0.06%	2,898	0.06%	358	14.09%
SUMA	3,216	0.07%	3,433	0.07%	217	6.75%

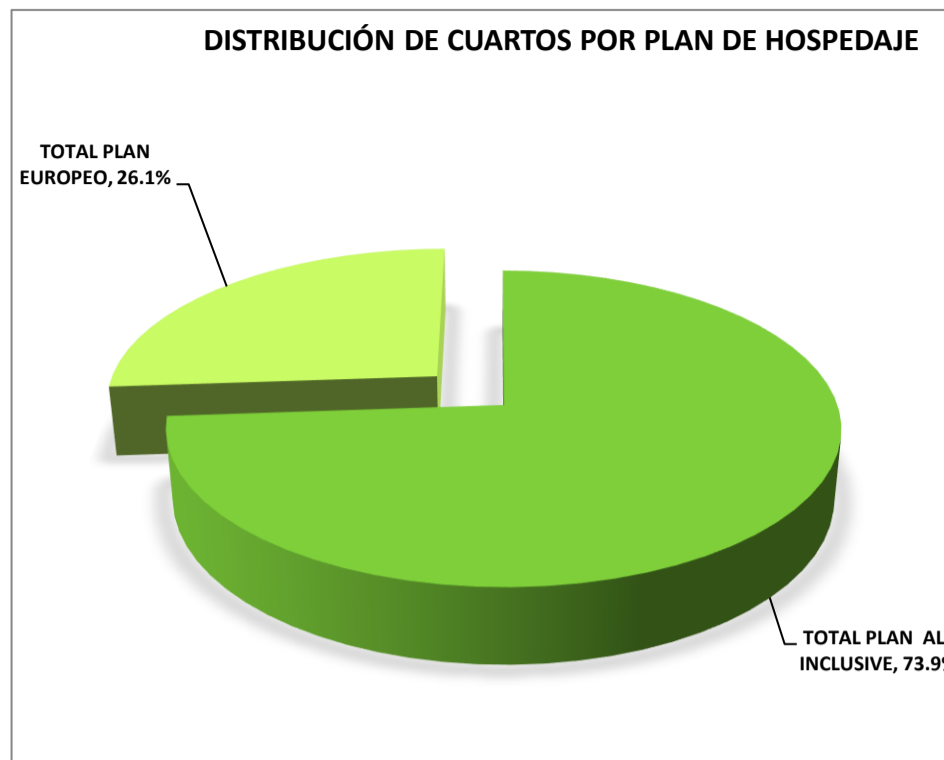
REGIÓN	2016		2017		VARIACIÓN	
		Part.%		Part.%		%
ASIA						
Arabia	558	0.01%	737	0.02%	179	32.08%
China	1,558	0.04%	2,145	0.05%	587	37.68%
Corea	2,355	0.05%	2,460	0.05%	105	4.46%
Filipinas	132	0.00%	278	0.01%	146	110.61%
India	893	0.02%	864	0.02%	-29	-3.25%
Israel	2,608	0.06%	3,339	0.07%	731	28.03%
Japón	1,220	0.03%	1,111	0.02%	-109	-8.93%
Paquistán	14	0.00%	42	0.00%	28	200.00%
Turquía	307	0.01%	335	0.01%	28	9.12%
Otros	2,828	0.06%	3,742	0.08%	914	32.32%
SUMA	12,473	0.29%	15,053	0.33%	2,580	20.68%

EUROPA						
Alemania	143,815	3.29%	161,543	3.49%	17,728	12.33%
Austria	5,287	0.12%	5,732	0.12%	445	8.42%
Bélgica	19,079	0.44%	21,479	0.46%	2,400	12.58%
Bulgaria	556	0.01%	569	0.01%	13	2.34%
Dinamarca	1,197	0.03%	1,969	0.04%	772	64.49%
España	151,081	3.46%	174,253	3.76%	23,172	15.34%
Finlandia	846	0.02%	878	0.02%	32	3.78%
Francia	61,364	1.40%	68,184	1.47%	6,820	11.11%
Gran Bretaña	285,268	6.52%	288,232	6.23%	2,964	1.04%
Grecia	276	0.01%	499	0.01%	223	80.80%
Holanda	29,982	0.69%	36,203	0.78%	6,221	20.75%
Hungría	626	0.01%	524	0.01%	-102	-16.29%
Irlanda	2,580	0.06%	2,492	0.05%	-88	-3.41%
Islandia	108	0.00%	363	0.01%	255	236.11%
Italia	74,409	1.70%	83,372	1.80%	8,963	12.05%
Luxemburgo	307	0.01%	818	0.02%	511	166.45%
Mónaco	32	0.00%	132	0.00%	100	312.50%
Noruega	2,705	0.06%	2,559	0.06%	-146	-5.40%
Polonia	5,823	0.13%	11,069	0.24%	5,246	90.09%
Portugal	17,173	0.39%	17,855	0.39%	682	3.97%
Rep. Checa	7,211	0.16%	4,119	0.09%	-3,092	-42.88%
Rumanía	794	0.02%	1,045	0.02%	251	31.61%
Rusia	9,181	0.21%	9,308	0.20%	127	1.38%
Slovenia	330	0.01%	237	0.01%	-93	-28.18%
Suecia	18,133	0.41%	12,613	0.27%	-5,520	-30.44%
Suiza	7,851	0.18%	14,199	0.31%	6,348	80.86%
Otros	25,777	0.59%	50,559	1.09%	24,782	96.14%
SUMA	871,791	19.94%	970,805	20.97%	99,014	11.36%

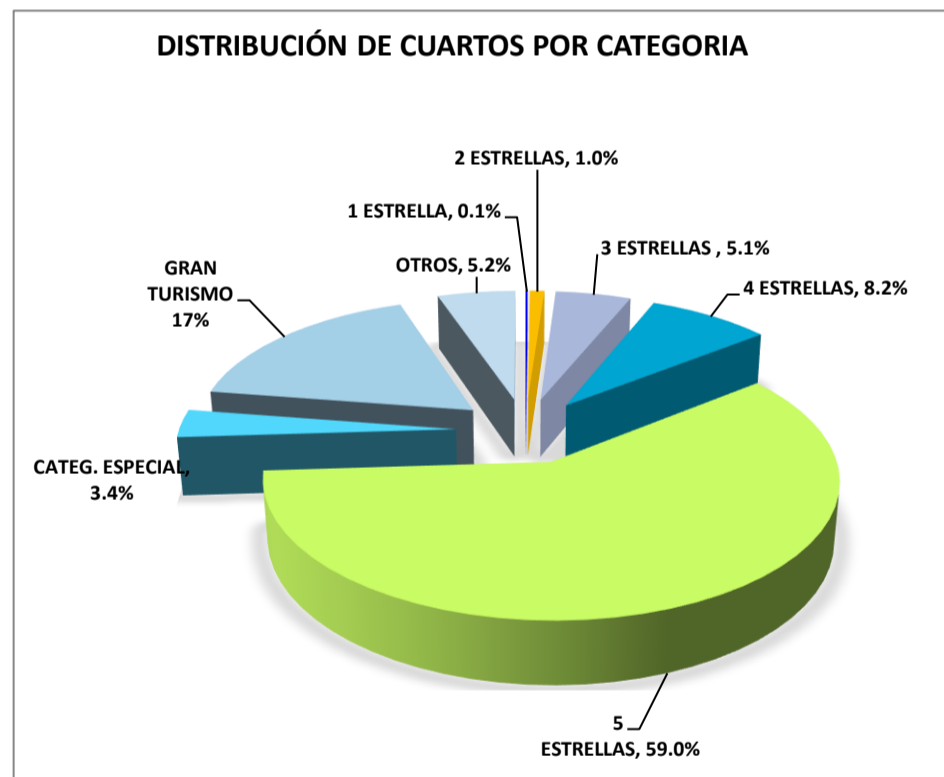
TOTAL AFLUENCIA ACUMULADA	4,372,289	100.00%	4,629,922	100.00%	257,633	5.89%
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HOTELES ALL INCLUSIVE	CUARTOS	CATEGORIA
1 AKUMA BAY WELLNESS RESORTS	310	4 estrellas
2 AZUL FIVES	573	5 estrellas
3 BARCELO MAYA BEACH	630	5 estrellas
4 BARCELO MAYA CARIBBEAN	414	5 estrellas
5 BARCELO MAYA COLONIAL BEACH	481	5 estrellas
6 BARCELO MAYA PALACE	756	5 estrellas
7 BARCELO MAYA TROPICAL BEACH	479	5 estrellas
8 BELAIR COLLECTION XPUHA Riviera Maya	144	Gran Turismo
9 BLUE BAY GRAND ESMERALDA	979	Gran Turismo
10 BLUE DIAMOND Riviera Maya BY BLUEBAY	128	Gran Turismo
11 CATALONIA PLAYA MAROMA	407	5 estrellas
12 CATALONIA RIVIERA MAYA	423	5 estrellas
13 CATALONIA ROYAL TULUM	288	5 estrellas
14 CATALONIA YUCATAN BEACH	205	4 estrellas
15 DORADO SEAIDE SUITES	377	Gran Turismo
16 DREAMS PUERTO AVENTURAS	305	Gran Turismo
17 DREAMS TULUM RESORT & SPA	432	5 estrellas
18 EL DORADO MAROMA	129	5 estrellas
19 EL DORADO MAROMA PALAFITOS-OVERWATER BUNGALOS	30	Especial
20 EL DORADO ROYALE	680	Gran Turismo
21 GENERATIONS Riviera Maya	159	5 estrellas
22 GRAN BAHÍA PRÍNCIPE AKUMAL	758	5 estrellas
23 GRAN BAHÍA PRÍNCIPE COBA	1080	5 estrellas
24 GRAN BAHÍA PRÍNCIPE SIAN KA'AN	420	Gran Turismo
25 GRAN BAHÍA PRÍNCIPE TULUM	978	5 estrellas
26 GRAN PORTO REAL	287	5 estrellas
27 GRAND PALLADIUM COLONIAL RESORT & SPA	414	5 estrellas
28 GRAND PALLADIUM KANTENAH RESORT & SPA	422	5 estrellas
29 GRAND PALLADIUM WHITE SAND RESORT & SPA	264	5 estrellas
30 GRAND RIVIERA & SUNSET PRINCESS	1,480	5 estrellas
31 GRAND SIRENIS MAYAN BEACH	456	5 estrellas
32 GRAND SIRENIS RIVIERA MAYA	504	5 estrellas
33 GRAND SLAM FLY FISHING LODGE	12	4 estrellas
34 GRAND VELAS	539	Especial
35 HACIENDA TRES RIOS	259	Gran Turismo
36 HARD ROCK Riviera Maya	1266	5 estrellas
37 HIDDEN BEACH RESORT	42	5 estrellas
38 IBEROSTAR GRAN PARAISO	310	Gran Turismo
39 IBEROSTAR PARAISO BEACH	424	5 estrellas
40 IBEROSTAR PARAISO DEL MAR	388	5 estrellas
41 IBEROSTAR PARAISO LINDO	446	5 estrellas
42 IBEROSTAR PARAISO MAYA	434	Gran Turismo
43 IBEROSTAR QUETZAL	350	5 estrellas
44 IBEROSTAR TUCAN	350	5 estrellas
45 KANXUK LUXURY RESORT	9	Especial
46 KORE TULUM RETREAT WELLNESS RESORT.	94	5 estrellas
47 LIVE AQUA BOUTIQUE RESORT	60	4 estrellas
48 OASIS TULUM	310	5 estrellas
49 OCCIDENTAL ALLEGRO RESORTS	286	5 estrellas
50 OCCIDENTAL AT XCARET DESTINATION	764	5 estrellas
51 OCCIDENTAL ROYAL HIDEAWAY & SPA	201	Gran Turismo
52 OCEAN BREEZE	98	Gran Turismo
53 OCEAN MAYA ROYALE	319	5 estrellas
54 OCEAN RIVIERA PARADISE	974	5 estrellas
55 PARADISUS Playa del Carmen LA ESMERALDA	510	5 estrellas
56 PARADISUS Playa del Carmen LA PERLA	394	5 estrellas
57 PAVO REAL BEACH RESORT	112	4 estrellas
58 PLATINUM YUCATAN PRINCESS	472	5 estrellas
59 RIU LA LUPITA	300	5 estrellas
60 RIU PALACE MEXICO	434	Gran Turismo
61 RIU PALACE RIVIERA MAYA	460	Especial
62 RIU PLAYACAR	388	5 estrellas
63 RIU TEQUILA	664	5 estrellas
64 RIU YUCATAN	507	5 estrellas
65 SANDOS CARACOL ECO EXPERIENCE RESORT	956	5 estrellas
66 SANDOS PLAYACAR BEACH EXPERIENCE RESORT	819	5 estrellas
67 SECREST AKUMAL RIVIERA MAYA	434	5 estrellas
68 SECRETS CAPRI RIVIERA CANCUN	291	Gran Turismo
69 SECRETS MAROMA BEACH	412	5 estrellas
70 SENSIMAR SEASIDE SUITES & SPA	194	Gran Turismo
71 THE REEF COCO BEACH	196	5 estrellas
72 THE REEF PLAYACAR	196	4 estrellas
73 THE ROYAL PLAYA DEL CARMEN	513	Gran Turismo
74 UNICO 20° 87° HOTEL RIVIERA MAYA	448	5 estrellas
75 VALENTIN IMPERIAL MAYA	540	5 estrellas
76 VIVA WYNDHAM AZTECA	335	5 estrellas
77 VIVA WYNDHAM MAYA	604	4 estrellas
SUMAS	33,506	

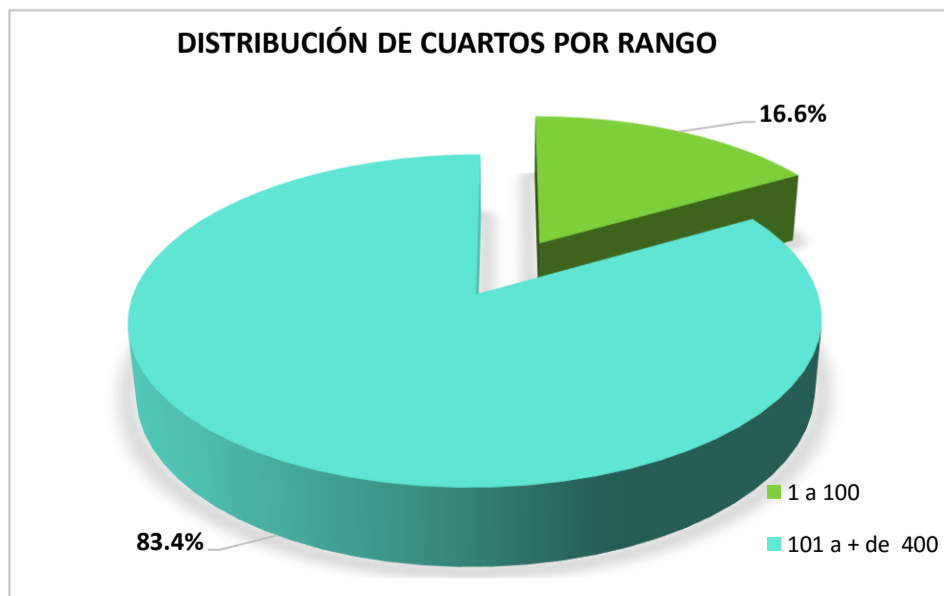
PLAN DE HOSPEDAJE	Cuartos	# Htls.	%
TOTAL PLAN ALL INCLUSIVE	33,506	77	73.9%
TOTAL PLAN EUROPEO	11,842	335	26.1%
SUMAS	45,348	412	100.0%



CATEGORIA	Cuartos	# Htls.	%
1 ESTRELLA	64	2	0.1%
2 ESTRELLAS	444	22	1.0%
3 ESTRELLAS	2,293	88	5.1%
4 ESTRELLAS	3,728	53	8.2%
5 ESTRELLAS	27,040	69	59.6%
CATEG. ESPECIAL	1,545	13	3.4%
GRAN TURISMO	7,866	22	17.3%
OTROS	2,368	143	5.2%
SUMAS	45,348	412	100.0%



RANGO	Cuartos	# Htls.	%
1 a 100	7,550	322	16.6%
101 a + de 400	37,798	90	83.4%
SUMAS	45,348	412	100.0%



**INVENTARIO DE ESTABLECIMIENTOS DE HOSPEDAJE
 EN LA RIVIERA MAYA POR LOCALIDAD
 NOVIEMBRE 2 0 1 7**

LOCALIDAD	HOTELES	%	CUARTOS	%
AKUMAL	25	6.1%	4,563	10.1%
COBA	2	0.5%	49	0.1%
KANTENAH	9	2.2%	3,121	6.9%
PAAMUL	1	0.2%	20	0.0%
PLAYA DEL CARMEN	175	42.5%	8,485	18.7%
PLAYA DEL SECRETO	1	0.2%	540	1.2%
PLAYA PARAISO	12	2.9%	4,089	9.0%
PLAYACAR	23	5.6%	6,568	14.5%
PUERTO AVENTURAS	14	3.4%	5,238	11.6%
PUNTA ALLEN	7	1.7%	68	0.1%
PUNTA BETE XCALACOCO	17	4.1%	6,022	13.3%
PUNTA BRAVA	2	0.5%	839	1.9%
PUNTA MAROMA	8	1.9%	2,062	4.5%
SIAN KA'AN	5	1.2%	76	0.2%
TANKAH	4	1.0%	140	0.3%
TULUM	102	24.8%	2,223	4.9%
XCARET	1	0.2%	764	1.7%
XPU-HA	4	1.0%	481	1.1%
TOTAL	412	100.0%	45,348	100.0%

Distribuidos en los diferentes Microdestinos de la Riviera Maya a lo largo de 120 kms. de costa.

